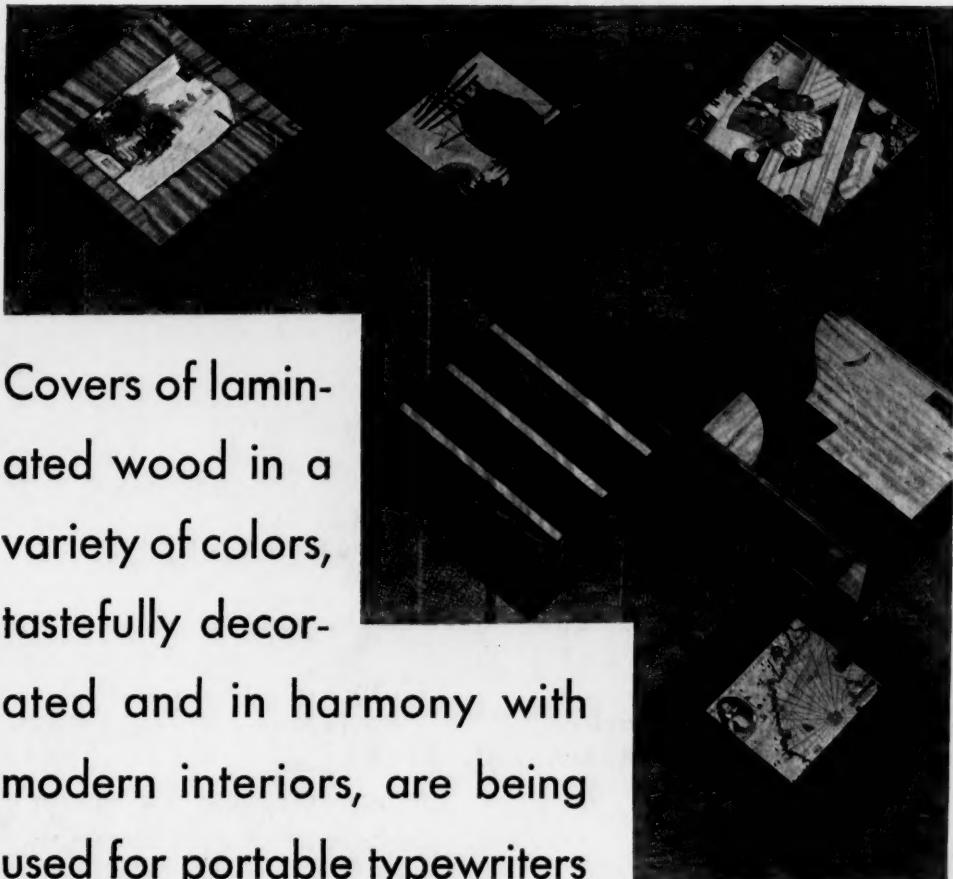


MODERN PACKAGING



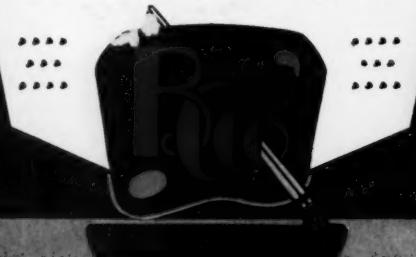
Covers of laminated wood in a variety of colors, tastefully decorated and in harmony with modern interiors, are being used for portable typewriters

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Nobody owns that valuable display space on the counters of America's stores. It's No Man's Land, the scene of "The Battle of the Shelves." Your products are fighting every other product in the store. As allies we can put them over the top and win the "Battle of the Shelves." We specialize in ideas and designs for any printed package.

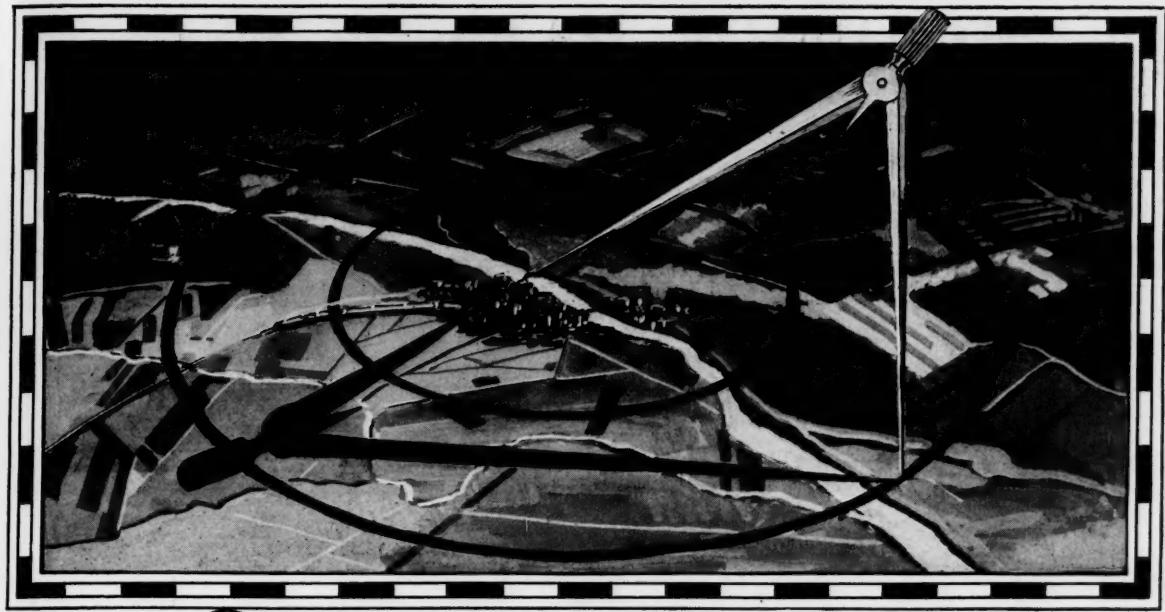


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CANCELING distance, creating new "zones of influence", pushing out to ever new and broader horizons -- this is what business is doing today as the boundaries of transportation extend.

But a great factor in this conquest of time and space and weather is the science of proper packaging, highly developed in - -

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PAPERS

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Kalamazoo,



Michigan

MODERN PACKAGING

For the Service of Those Industries Where Packaging Is a Factor

Volume 3
Number 12

AUGUST
1930

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An outline of the latest trends in the development and use of decorative papers will be found on page 39 of this issue.

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CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. EARL I. CARMODY—Western Manager. A. Q. MAISEL—Promotional Manager. E. R. GORDON—Production Manager. K. M. REED—Managing Editor. EDWIN L. LEY—Art Director

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Breskin & Charlton Publishing Corporation, 11 Park Place, New York, N. Y. Telephone Barclay 0882-0883. Western Office: 307 N. Michigan Ave., Chicago, Ill. Telephone State 3580. Australian Agents: Technical Journals Ptg. Ltd., 422 Collins St., Melbourne. Subscription \$3.00 per year. Canadian \$3.50. Foreign \$4.00. Single copy 35 cents. Published on the fifteenth of each month. Also publishers of Packaging Catalog.

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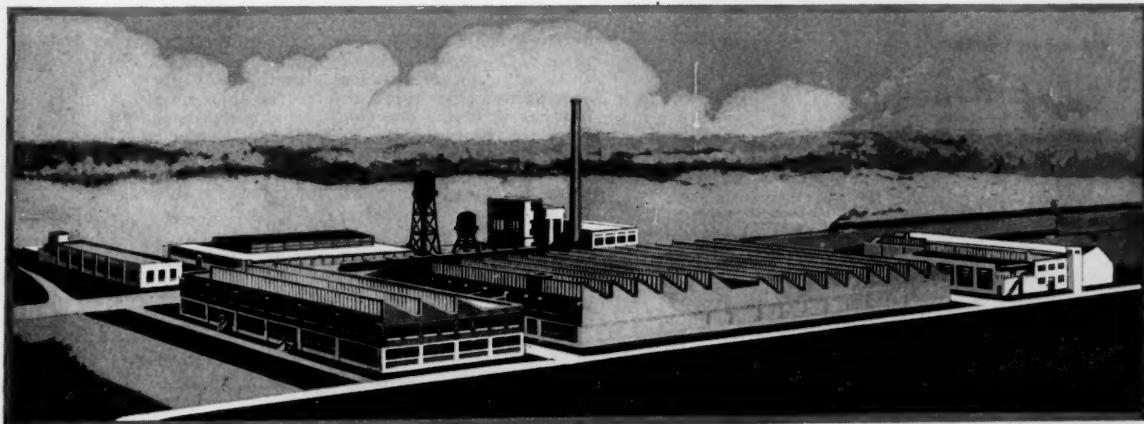
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The Sylph, the trade mark of SYLPHRAP, is the symbol of perfection attained in the preparation of transparent cellulose wrapping paper—perfection attained because of choice raw materials, the most modern of machines, the most careful of shipments . . . and most of all constant effort to maintain the high standard set for SYLPHRAP.

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Packaging Machines Pay Their Way in Lowered Costs

PERHAPS you've hesitated modernizing your packaging methods with Redington Machines because of their initial cost.

But consider this. Banks are glad to loan money for good investment at from 5% to 6%. Such money invested in Packaging Machines will pay from 40% to 100%. In many cases Redingtons have paid for themselves in labor-saving within a single year. Yet the life of a Redington is 10 to 15 years and more.

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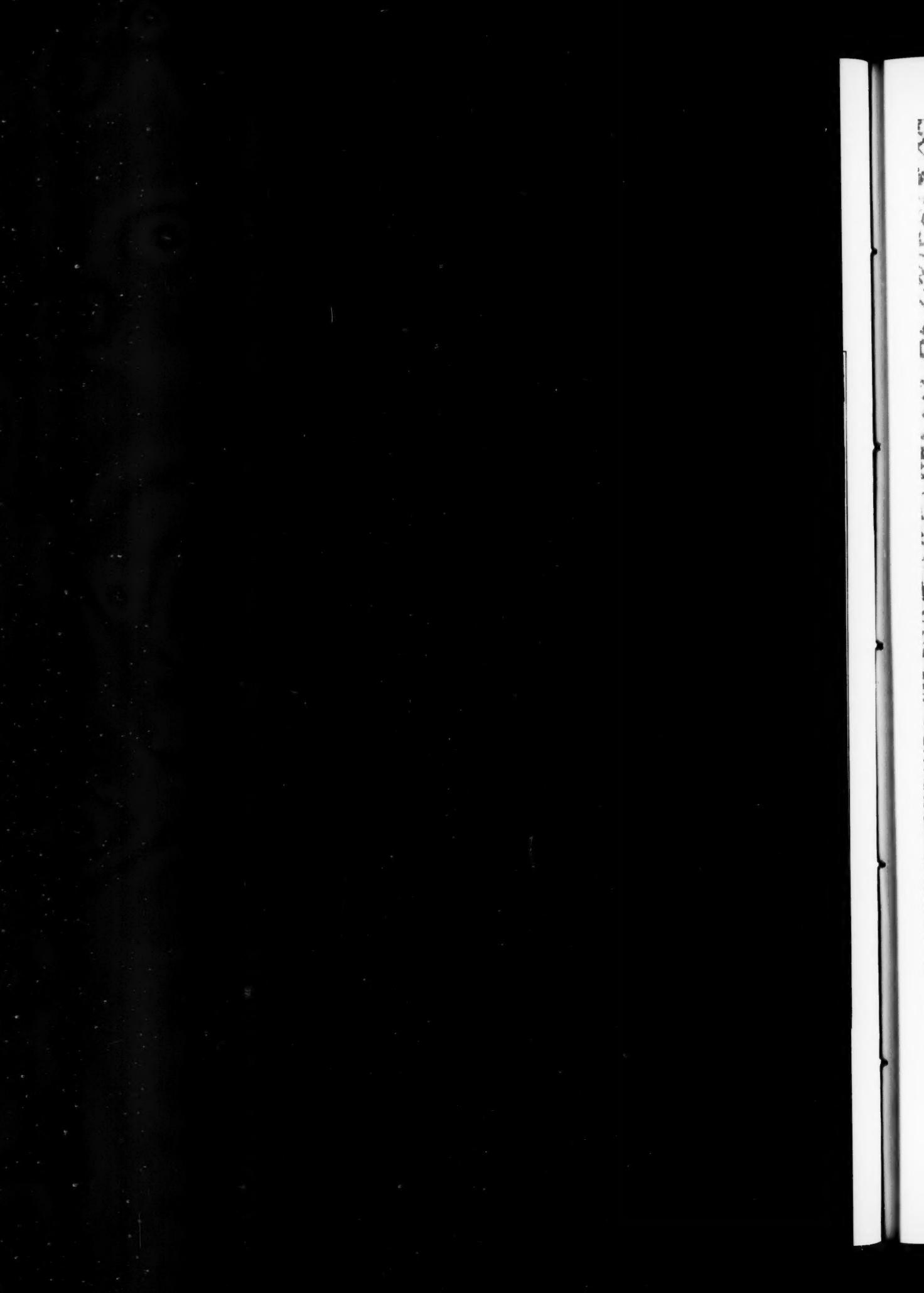
110-112 So. Sangamon St., CHICAGO, ILL.

A section of the factory of the Jas. S. Kirk Co., Chicago, Ill., where since 1924 all "Jap Rose" Soap has been wrapped and cartoned on Redington Machines.

PACKAGING MACHINES

*Custom Built for
Cartoning—Packaging
Labeling—Wrapping*

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A BURT Box
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BURT
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CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

CHICAGO
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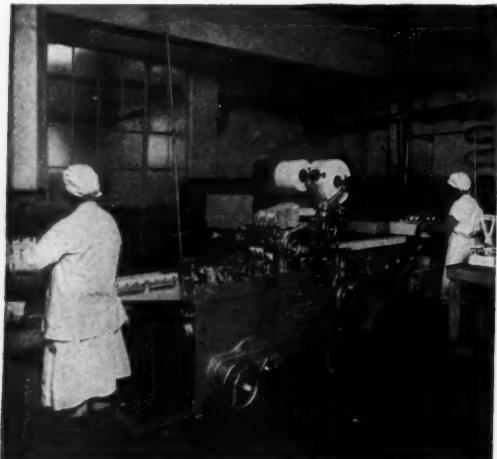
4411 Odgen
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Chicago, Ill.

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons . . .



This was his reply



The new machine to which Mr. Page refers is our

Automat Triplex Model

a single machine that wraps and cartons pound solids, twin halves or four quarters to the pound carton. If you have a production of diversified sizes in prints, by all means write for Bulletin No. 4. The Triplex is the latest addition to the Automat line of automatic wrapping and cartoning equipment. Send for particulars.

An executive of a large eastern creamery wrote a friendly and informal letter to Henry A. Page asking about Automat Wrapping and Cartoning Equipment. Here is Mr. Page's reply

The Page Dairy Company

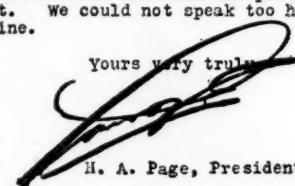
Toledo, Ohio

February
Tenth
19 30

My Dear Walter:

The wrapping and cartoning machine you ask about is made here by the Automat Molding and Folding Co. and it is a hundred per cent machine, especially, the new one they have out now. It has certainly cut down the cost with us and if you could realize what it means to have a perfectly satisfactory package, you would not hesitate to place one, or more of these machines with your Company.

Our machine puts two wrappers on the butter and cartons same at the rate of better than 60 lbs. per minute. You could not ask for anything better than that and the packaging is perfect. We could not speak too highly of said machine.

Yours very truly,

H. A. Page, President

HAP/ECC

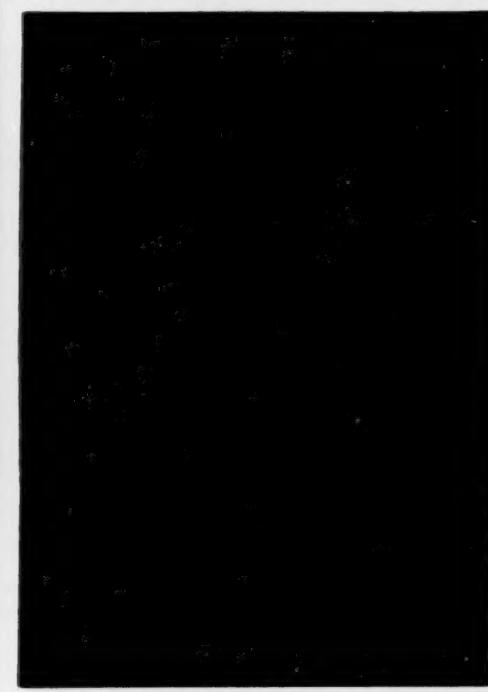


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16-20 BROADWAY, TOLEDO, OHIO

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They are choosing Packomatic Packaging Machinery because of its mechanical ingenuity, dependability, proven responsibility and experience. It will pay you to consult with a Packomatic Engineer. No obligations, of course.



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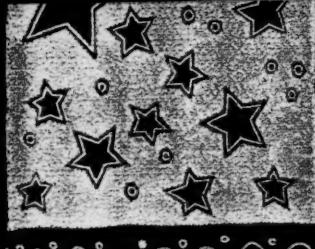
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MERRY CHRISTMAS -



HAPPY NEW YEAR -



MERRY CHRISTMAS -



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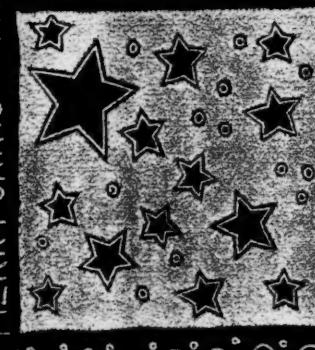
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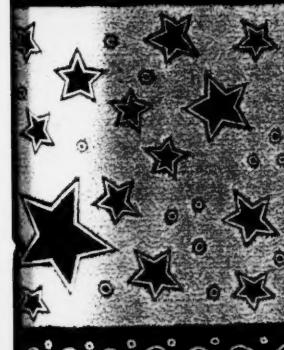
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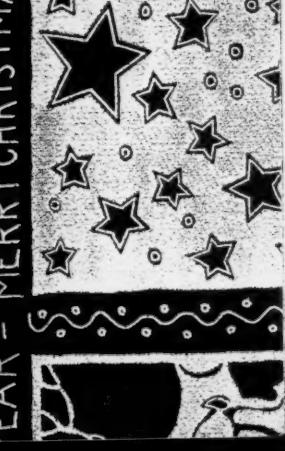
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The New
Roll Leaf



VERSIFOIL

meets every requirement
for perfect stamping

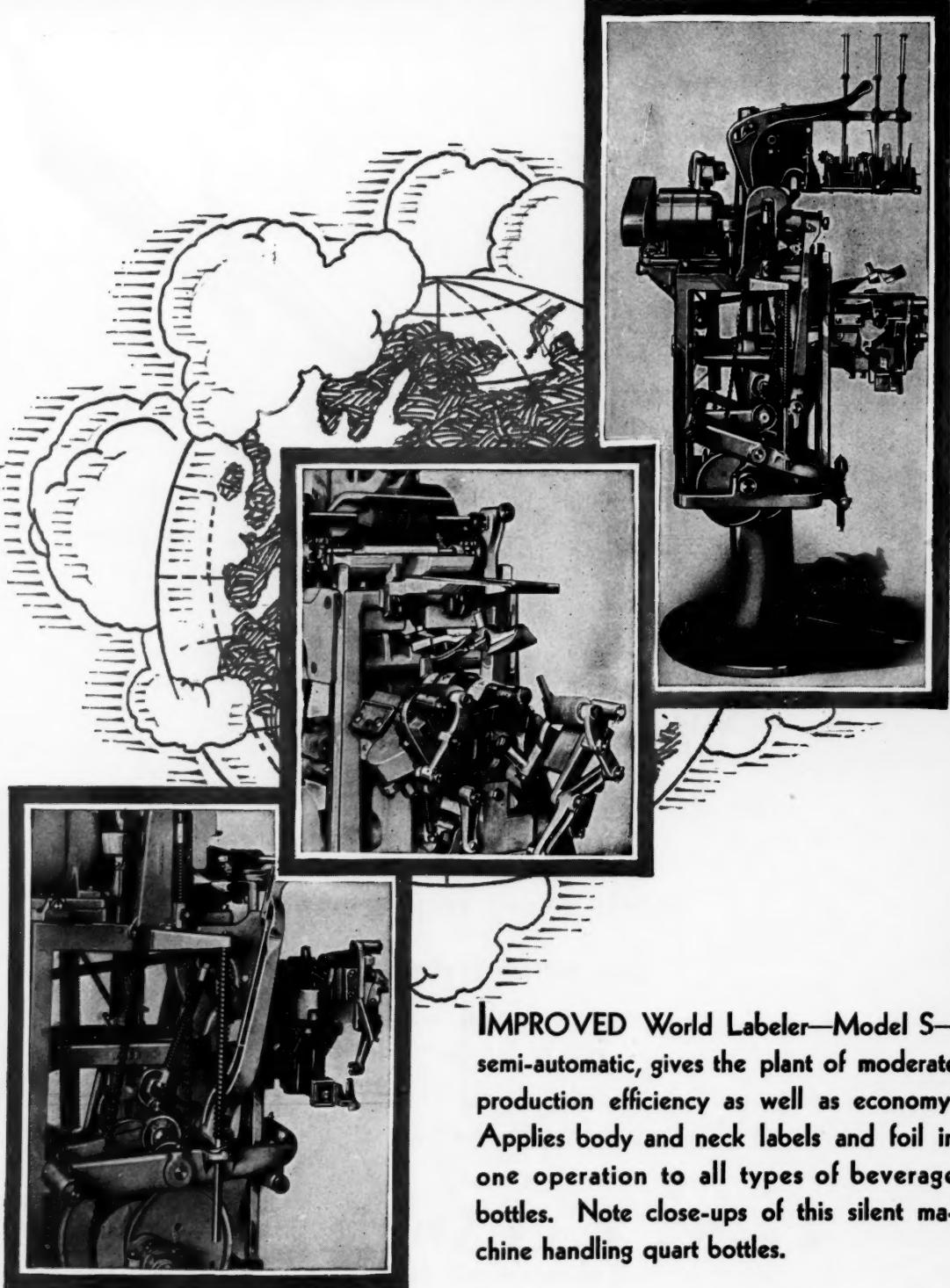
Send for Samples—Today

F. W. RAUSKOLB CO.

Gold and Imitation Gold Embossing Foils

16 Franklin Street

Medford, Mass.

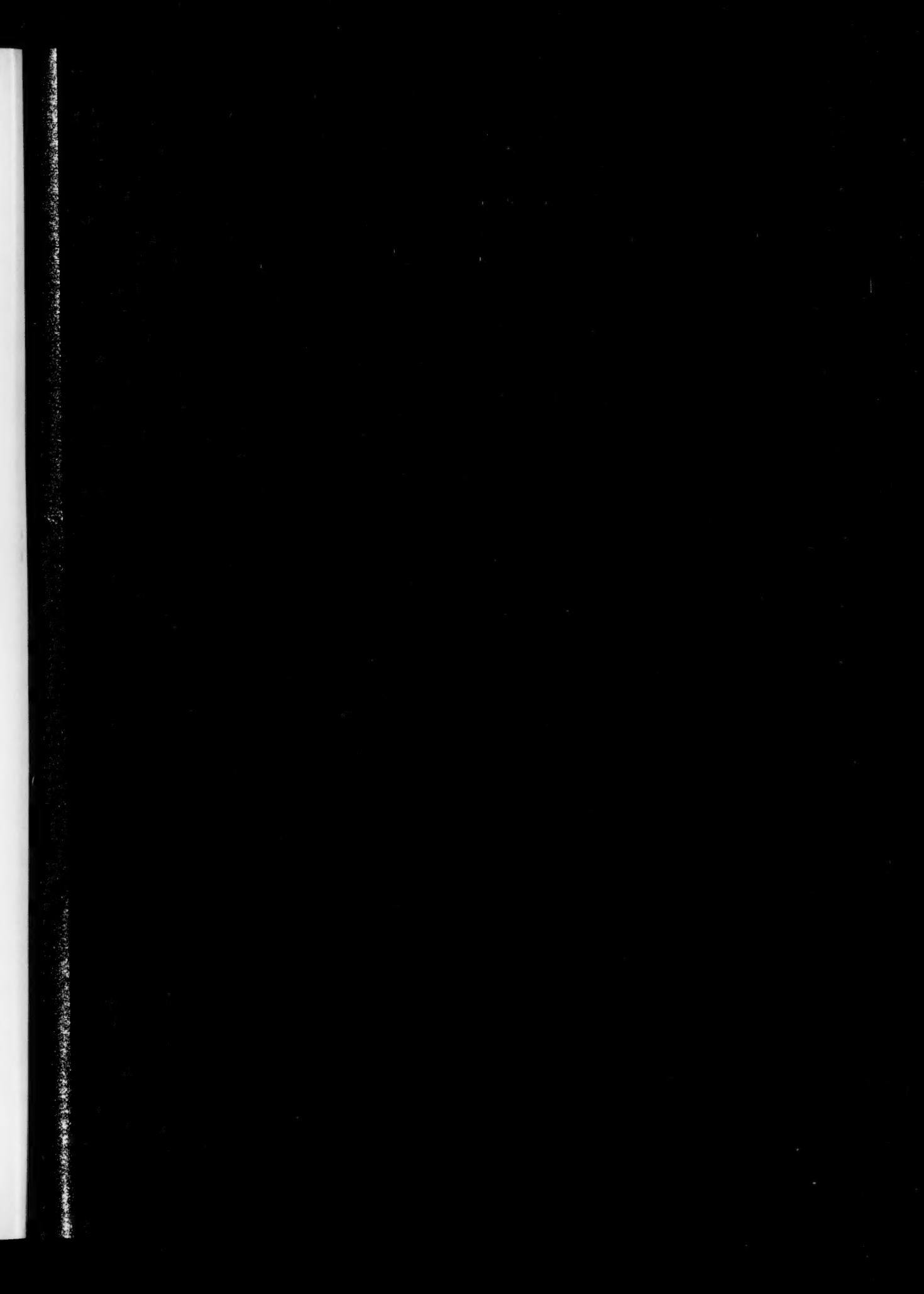


IMPROVED World Labeler—Model S—
semi-automatic, gives the plant of moderate production efficiency as well as economy. Applies body and neck labels and foil in one operation to all types of beverage bottles. Note close-ups of this silent machine handling quart bottles.

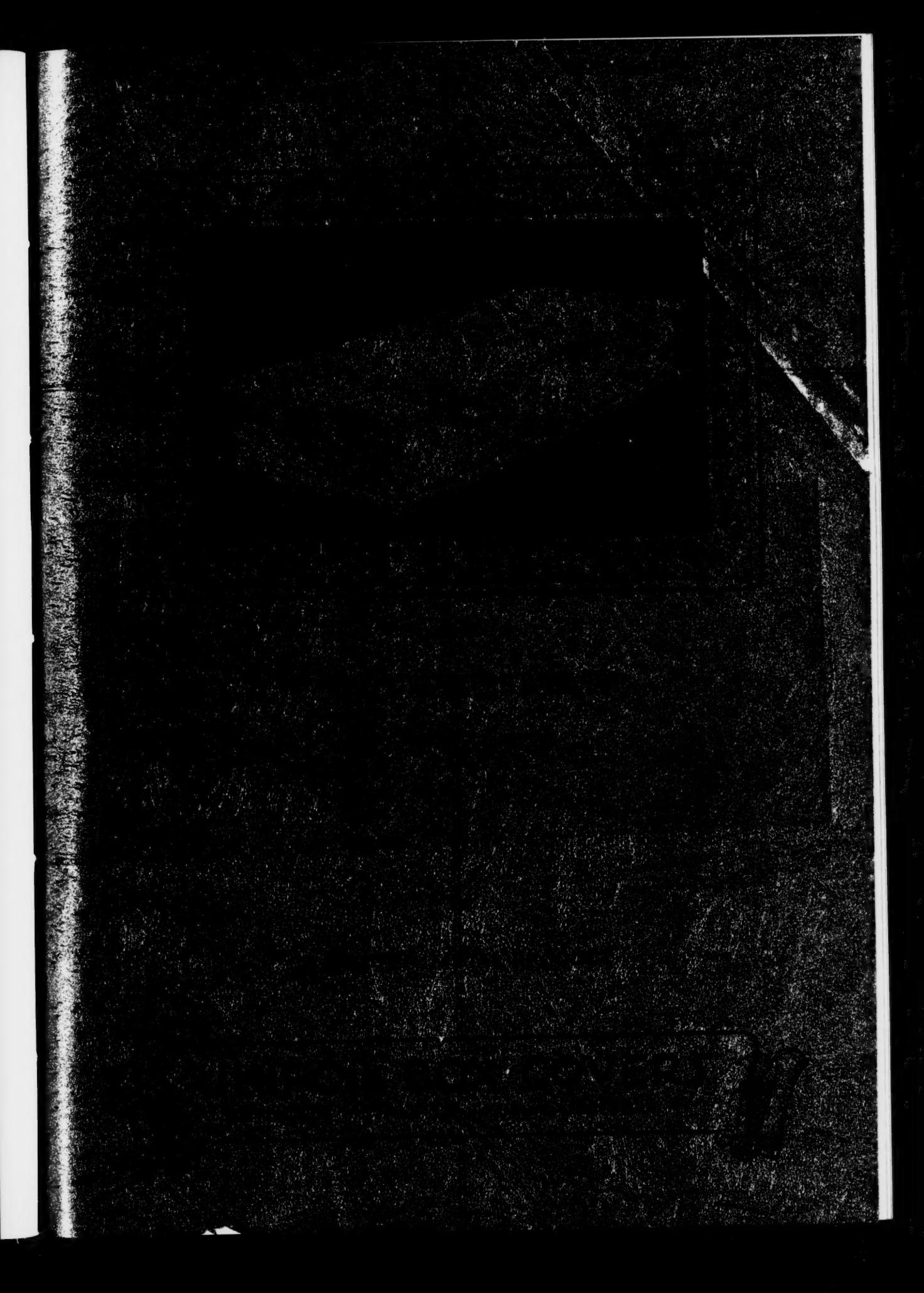
ECONOMIC MACHINERY COMPANY

Largest Manufacturers of Labeling Machines in the World

WORCESTER, MASS., U. S. A.









A

ROYAL SATIN

DESPITE the period of depression and adverse business conditions, the last run of ROYAL SATIN was the largest in the history of the Company. Advance orders presage further months of capacity operation.

This great and growing demand for ROYAL SATIN has not been built on a foundation of price. It is rather the public response to quality of the highest order, a demonstration of willingness to pay a fair price for the best that can be made.

"All works of taste must bear a price in proportion to the skill, taste, time, expense and risk attending their invention and manufacture. Those things called dear are, when justly estimated, the cheapest; they are attended with much less profit to the artist than those which everybody calls cheap. Beautiful forms and compositions are not made by chance, nor can they ever, in any material, be made at small expense. A composition for cheapness and no excellence of workmanship is the most frequent and certain cause of the rapid decay and entire destruction of arts and manufactures."

Josiah Wedgwood.

The users of ROYAL SATIN have found it to be always uniform . . . always supreme as to body and finish . . . the finest board that can be produced. Hence ROYAL SATIN is always in demand.

The insert herewith is a sample of No. 70—26x38—One Side Litho, One Side Book.

Further samples on request.

ROYAL SATIN

"The Perfect Board for Quality Containers"

THE BUTTERFIELD-BARRY COMPANY

174 Hudson Street, New York, N. Y.

Buffalo Dist:
Maurice W. Simon
Buffalo, N. Y.

New England Dist:
Baird & Bartlett Co.,
Boston, Mass.



WHAT'S THE KIND OF MAILING BOX WE NEED!

"It isn't just a matter of looks, although this Mason Mailer is one of the best looking boxes I've seen, but I've tested it for strength and it will carry anything we mail without a bend or break.

"It's light, too. There's a saving in Postage, but the biggest saving is in Time. We could mail three times as many of these boxes as we can package by our present method and feel safer about them. They do away with labels, string or sealing with tape."

NOTE—Mason Modern Mailers may be had in a variety of sizes and types for shipping merchandise and valuables. The Mason Letter Box is the only box which carries the letter or bill by first class mail along with the article. Send for catalog and service information.

Mason
Modern Mailers
The Mason Box Company, Attleboro Falls, Mass.

New York Office and Display Room



Flatiron Building-175 Fifth Avenue



Christmas Business Will Be Good

for those who make it so. One of our stock Christmas Designs printed on Cellophane will solve your important Christmas package problem.

PACKAGE PAPER COMPANY
HOLYOKE
MASSACHUSETTS

Sales Offices: New York, Boston, Philadelphia, Baltimore and Rochester

Embossing Adds Distinction to Any Package

Embossing adds distinction to any package. It says to the prospective buyer: "Here is a quality product deserving your attention." * * * This desire to distinguish their products has led many manufacturers of quality products to use embossing on their packages. * * *

While ordinary bronzing and embossing (or printing and embossing) achieves a certain share of distinction it falls short of perfection. Compare a box wrap which has been bronzed and embossed with one produced by the PEERLESS PROCESS and judge for yourself. Box wraps produced by the PEERLESS PROCESS possess a richness and distinctiveness that cannot be duplicated by ordinary methods. * * * The PEERLESS PROCESS was the first successful method for decorating and embossing packages with gold, silver, and metallic colors in one operation; it is still the most practical and satisfactory method.

ONE PRESS OPERATION PRODUCES THESE DISTINCTIVE RESULTS

An ordinary platen press of the Thomson Laureate or Colt's Armory type, equipped with a PEERLESS ROLL LEAF ATTACHMENT and a heating plate are all the equipment needed to produce the most distinctive embossed box wraps. * * * A roll of PEERLESS LEAF is automatically fed across the face of an embossing die. One press operation transfers the foil to the paper and embosses the design at the same time. The resulting impression is clean-cut, lustrous, distinctive. * * * Ask us to send you samples of box wraps produced by the PEERLESS PROCESS. Write to Department S-5, Peerless Roll Leaf Company, Inc., 917 New York Avenue, Union City, N. J. Branch offices in New York, Boston, and Chicago.



For actual examples of box covering papers embossed by the PEERLESS PROCESS see the Middlesex Products Co. Inc., insert facing this page and the A. M. Collins Mfg. Co. insert facing page 78.

The PEERLESS PROCESS FOR DECORATING DISTINCTIVE PACKAGES



ng



PRODUCED BY
THE PEERLESS PROCESS

GALA-MODE FLORAL

Stocked in ten
beautiful shades.

Sample books or sheets
by return mail.

Again the Mode Changes
in Package Design as in Clothes.

Bizarre, clashing colors and designs give way to
a more feminine mode of delicacy, taste, refinement.

Always alert to style trends, Middlesex is ready
with GALA-MODE FLORAL.

These intriguing box papers accurately reflect
the New Mode, with their silk-like feel, exquisite
multi-tone embossing and authentically modern
design.

And GALA-MODE papers are moderately
priced.

MIDDLESEX PRODUCTS COMPANY
A MODERN MILL

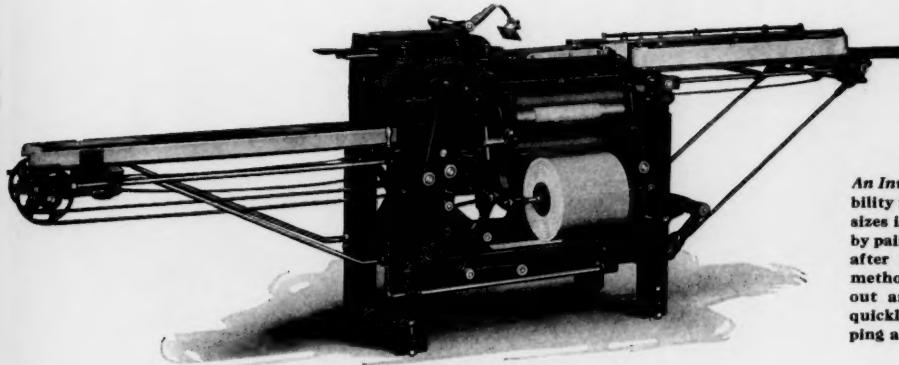
38 Chauncy Street
Boston

308 W. Washington St.
Chicago

A

SPEEDY and NOISELESS *as a Bullet!*

Goes to the Bull's Eye of PERFECTED
WAX WRAPPING



BATTLE CREEK

"33"
WAX
WRAPPING
MACHINE

An Invaluable Feature! Convertibility for a new group of package sizes is accomplished quickly, not by painstaking adjustment of part after part, but by entirely new method. Entire units are dropped out and replaced by new units quickly locked in place for wrapping a whole group of new sizes.

THE clean, smooth, wax-wrapped packages turned out by Model 33 are up to the highest of packaging standards. The deft mechanical movements could be pardoned if they were slow and noisy, because the output is so far above criticism.

But, on the contrary, the machine is smooth, swift and vibrationless. This is the carefully planned result of the engineering skill expressed in designing the Model 33. Cams with their frictioned impact are replaced by a patented crank and link movement. Smooth action!—Smooth results!

The Model 33 is a giant for getting work done in your packaging room. You cannot know the full possibilities of lowered packaging costs until you learn the details of this Wax Wrapping Machine. *Send the coupon for a full description.*

BATTLE CREEK WRAPPING MACHINE CO.

BATTLE CREEK,
MICHIGAN

Foreign Representative:
C. S. du Mont, Windsor
House, Victoria St., London,
England.

Send This Coupon

I want to know, Battle Creek!

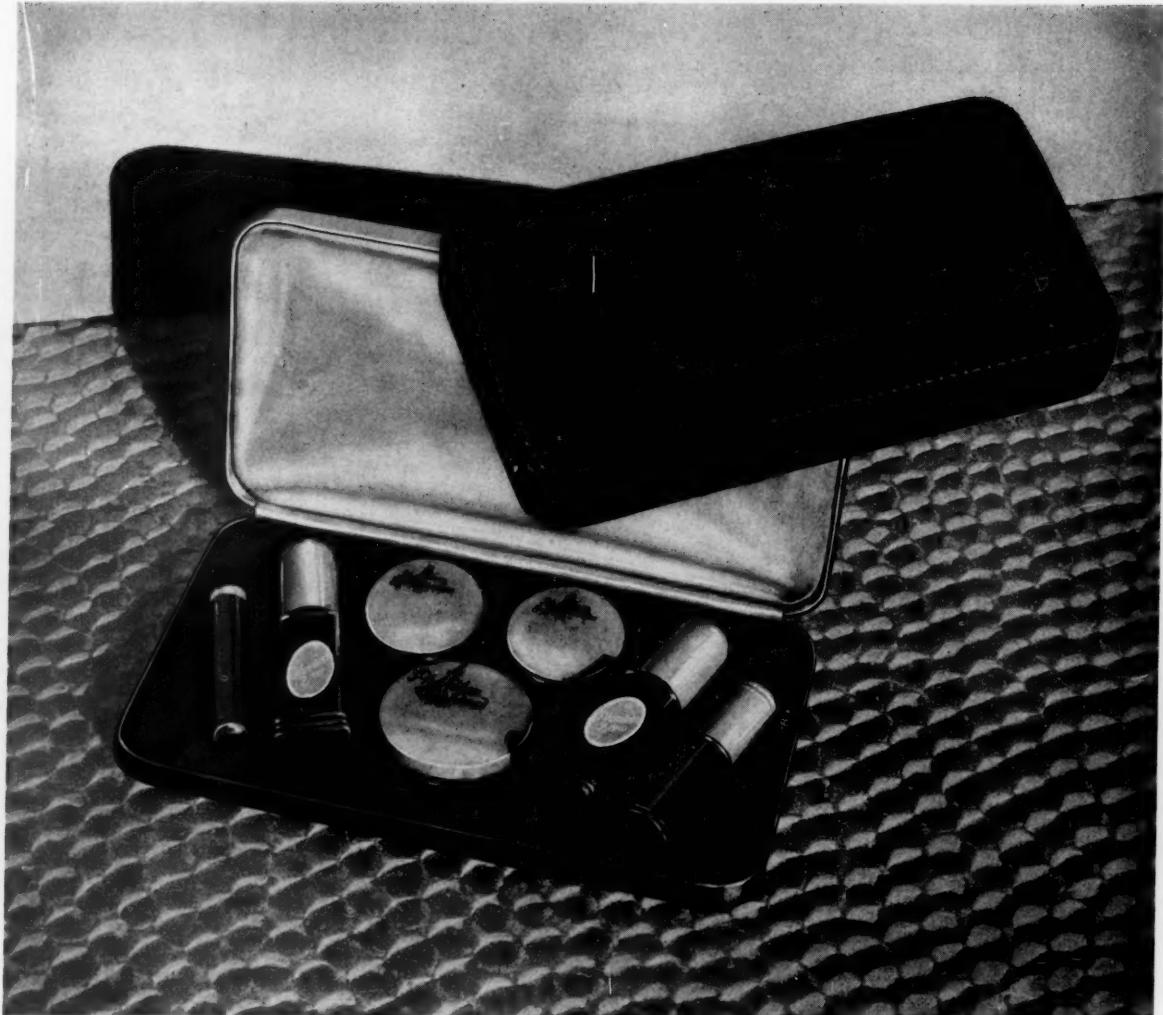
Give me a summary of the unique advantages in wax wrapping on your Model 33. I am not promising anything, and understand there is no obligation in sending this coupon—except yours to furnish information.

Company.....

Name.....

Address.....

City..... State..... MP 8-30



CHRISTMAS SALES?

The certainty of having merchandise *preferred* when shoppers select their gifts, most often finds justification in the alluringly lovely, or invitingly attractive packages covered in one of the charming colors and patterns of



*The Gift Box shown
is made by Arrow
Mfg. Co., of Hoboken and New York.*

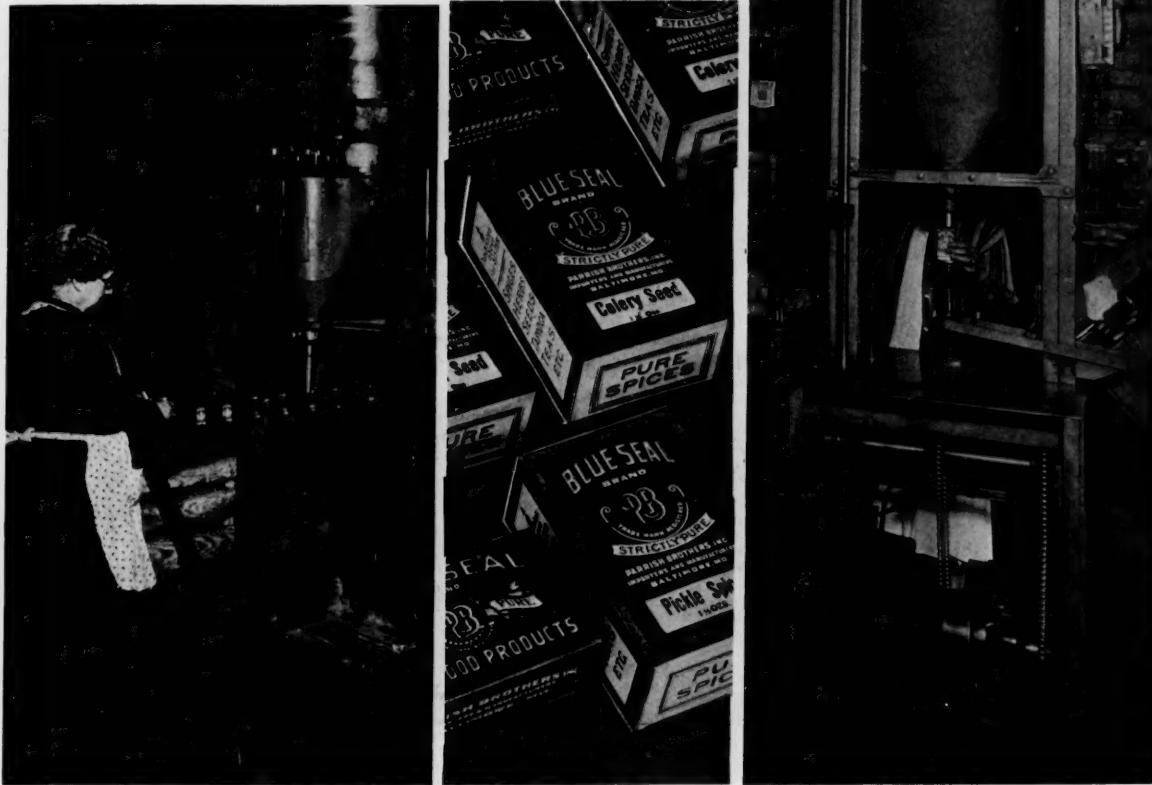
Send for samples of this beautiful moisture proof, scuff proof Keratol, and see for yourself how your product is enhanced by its texture and appearance.

THE KERATOL COMPANY

South and Van Buren Streets

NEWARK, NEW JERSEY.

EVEN USED BUT HALF TIME— THESE FILLERS PAY



Stokes & Smith American Fillers are designed to produce *continually*. But even where production is not continuous . . . due to frequent change of products packaged or intermittent and seasonal demand . . . even then these machines yield a large profit.

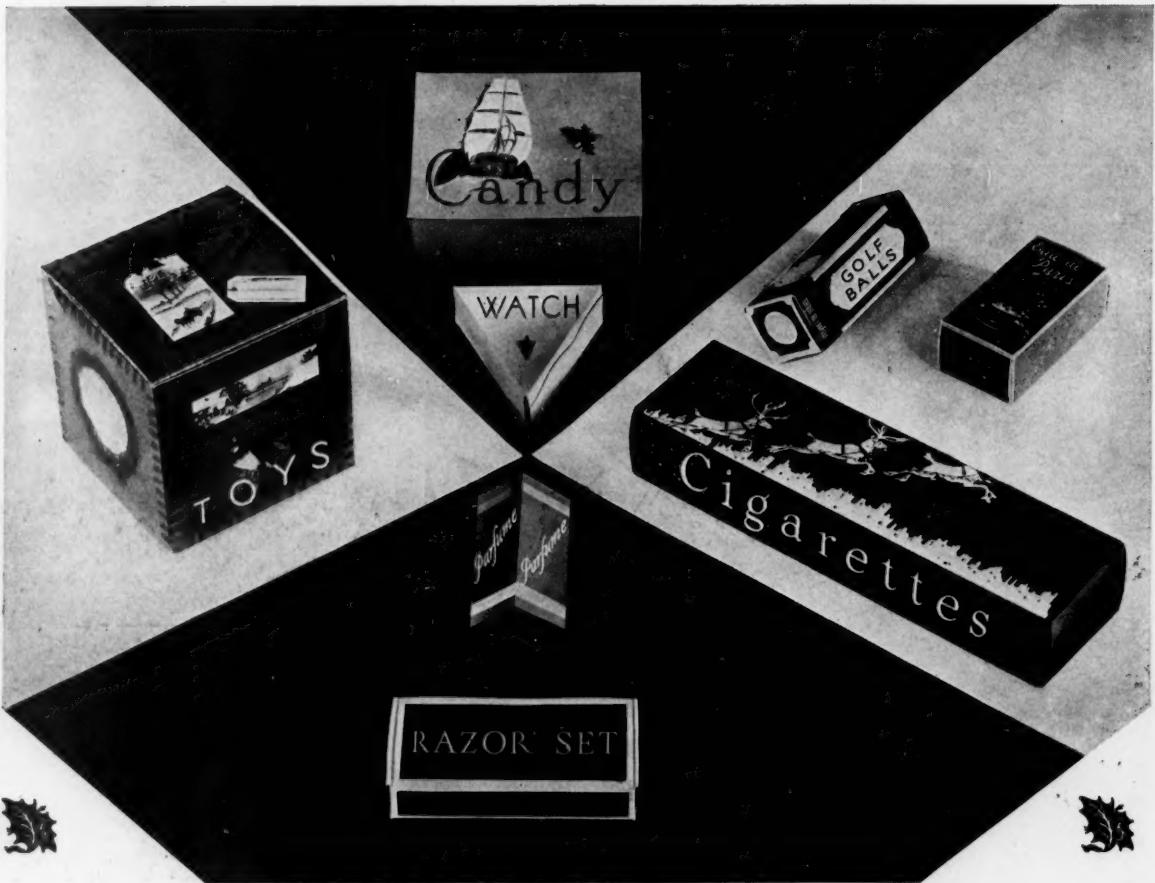
At the plant of Parrish Brothers, Inc., of Baltimore, two complete units—one full automatic and one semi-automatic—are used to fill various sizes of spice packages. The semi-automatic filler weighs and fills at a rate of 15 to 22 per minute in sizes from $\frac{1}{2}$ oz. to 1 pound. The automatic filler produces an average of thirty packages per minute running from $\frac{1}{2}$ oz. to 2 oz. as desired.

These machines are in use because, even working only part time, they produce better work at lower cost than hand labor. Wherever packaging of powdered or granulated products—or of pastes and creams—is necessary, whether in continuous large volume production or in intermittent work, Stokes & Smith American Fillers will be found, working at a rate of from fifteen to thirty per minute and filling from $\frac{1}{2}$ oz. to five pounds.

Investigate these machines . . . compare with your present methods . . . and learn just how much S. & S. Fillers can do to solve your filling problems and to lower your costs.

STOKES & SMITH COMPANY PACKAGING MACHINERY

FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE 23—GOSWELL RD.



For Christmas Cartons

Use the boxboard that so many leaders use throughout the year for its strength, durability, and for the superior printing quality and sales value of a smooth, uniform, *coated* surface.

RIDGELO CLAY COATED FOLDING BOXBOARD

Made by

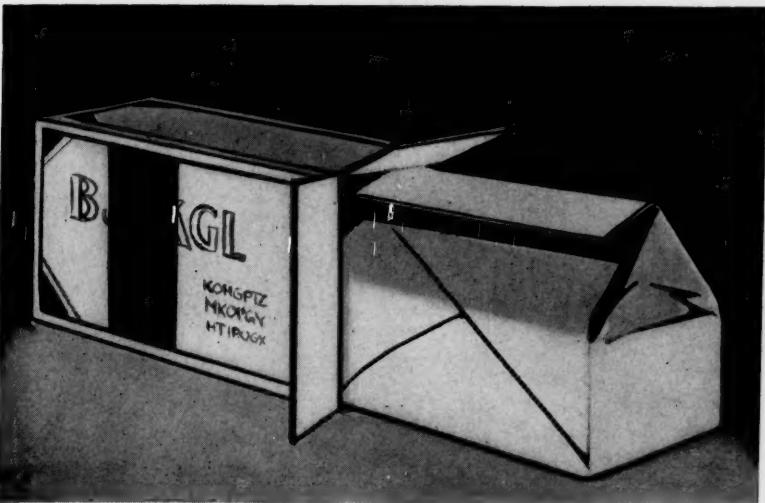
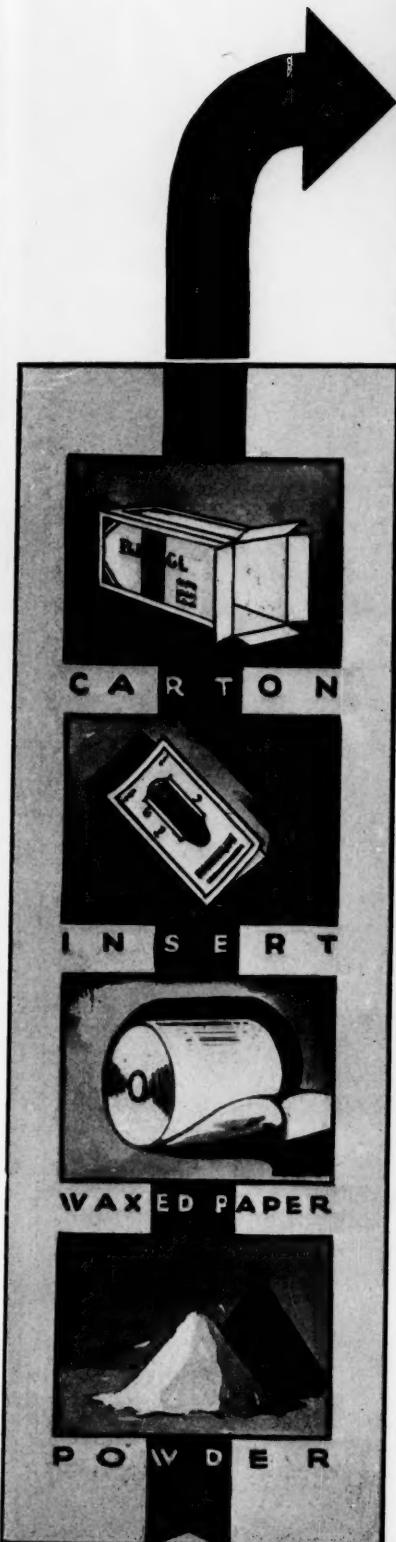
LOWE PAPER COMPANY

Representative in Canada
W. P. BENNETT & SON
32 Front Street W., Toronto



Ridgefield, New Jersey

Representative in Buffalo
MAURICE W. SIMON
52 W. Chippewa Street, Buffalo, N. Y.



THE WORLD'S MOST FAMOUS PACKAGE

**Brings Faster Sales To
Dessert Powder Makers**

Take dessert powder or other material, waxed paper, insert and carton.

Place on the NEW ANDERSON FREE FLOWING or NON-FREE FLOWING PACKAGER.

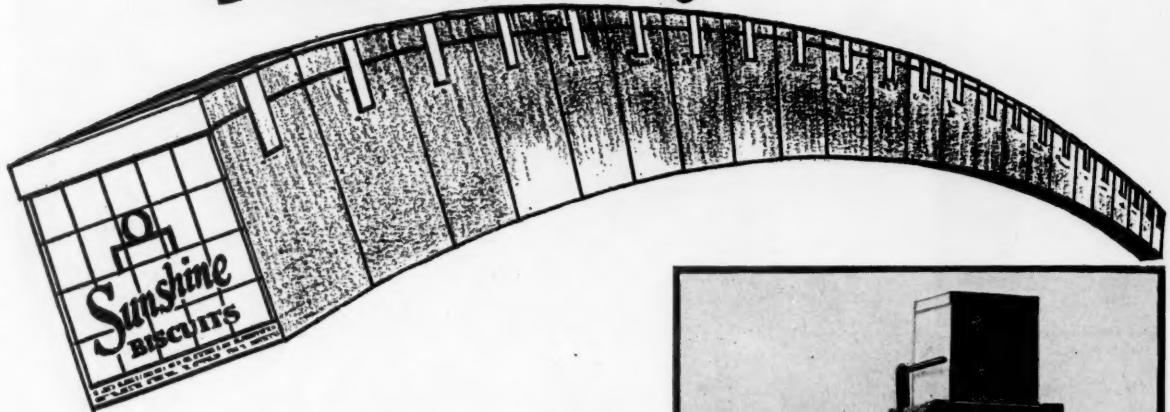
Result: your product will appear at the delivery end of the World's Most Famous Package, the "Perfect Package" of My Own, Jell-O, Junket, Royal Gelatine, Kwik-Set and scores of other dessert powders. Ten to twelve thousand a day of these attractive, moisture-proof, "Perfect Packages" will be produced with but *one* operator. Your product will be kept in its original form and condition until finally opened in the kitchens of your customers.

The NEW ANDERSON forms the satchel bag, fills it by weight or measure, closes it, inserts it into the carton with an insert, if desired, and seals the carton ready for shipping.

To learn how the "World's Most Famous Packager" can aid your sales, write for further details to

**E. D. ANDERSON, INC.
15 Park Place . New York City**

FORE!

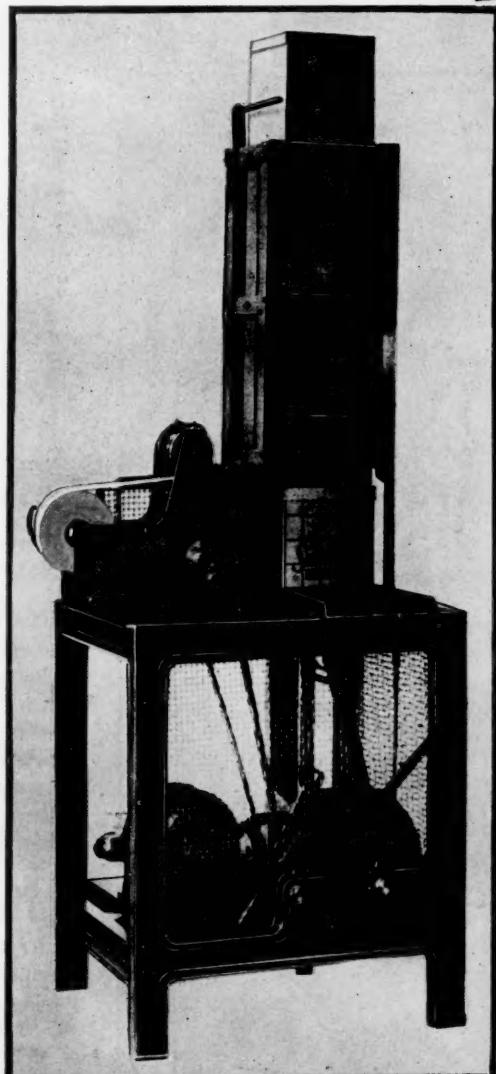


HERE COME THE CADDIES

NOBODY is hired by the users of Peters Caddy Tapers to cry "Fore" for the protection of passersby. But the output of these machines is fast enough to keep the shipping department hopping.

The caddy that enters the Peters Caddy Taping Machine is just another package. The caddy which leaves the ejector end is a doubly protected shipping container and caddy display. And, since the caddies leave at the rate of thirty a minute, there are plenty around.

Drop into your grocer's and see a caddy packed by Loose-Wiles Biscuit Co., or other nationally known food manufacturer. Then, having compared it with your own package . . . call in the Peters Engineer. He comes without obligation on your part . . . and he comes not as a salesman but as a counsellor. Just write to Peters Machinery Company.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



New!

Billowpak Liners and Pads

for protection . . . deluxe appearance . . . economy

HERE is luxury with economy, strength with the softness of velvet, unique air-cushioned protection with beauty.

BILLOWPAK is used for packageliners or interior padding of quality products. Furnished with various backing papers, in an assortment of colors . . . scored, or cut to size for ready use.

A perfect shock absorber, excellent insulation, reduces packing labor and is low in cost.



Just a few suggestions for Billowpak-ing

- Atomizers
- Beads
- Brick-a-brac
- China
- Cigar lighters
- Clocks
- Compacts
- Cosmetics
- Desk sets
- Electric appliances
- Food Products
- Fruits
- Glassware
- Jewelry
- Leather goods
- Optical goods
- Perfumes
- Picture frames
- Silverware
- Toilet articles
- Vanity cases
- Watches

BILLOWPAK
REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES
CREPE WADDING

KIMBERLY-CLARK CORPORATION, Neenah, Wis.

Address home office or sales office at 8 So. Michigan Ave., Chicago, Ill.
122 East 42nd St., New York City

Please send me sample of Billowpak Crepe Wadding
MP-8

Name _____

Address _____

Attention _____

Our Product is _____

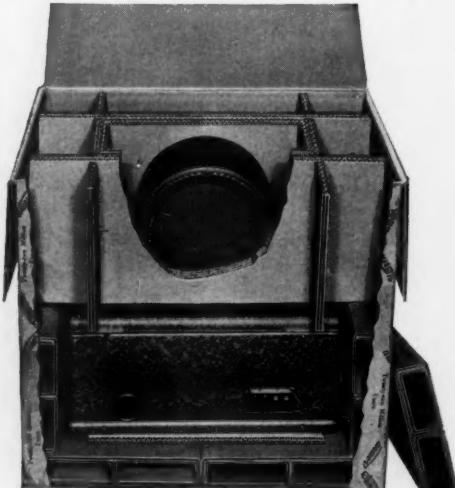
CORRUGATED
and SOLID FIBRE
SHIPPING BOXES
and PRODUCTS



BOXBOARDS
FOLDING BOXES
STOCK BOXES
PAPER PAILS

The Creed of the C. C. of A.

TO strive mightily and consistently to build better Solid and Corrugated Fibre Shipping Containers and other products we make than has ever before been produced for the Nations' Shippers.



How a fragile radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.

To so design our Containers that greatest packing and shipping economy may accrue to their users.

To carefully check each building phase to make certain of a finished Product of Quality that will be a credit to us and in every way satisfactory to its user.

To sell our products intelligently and helpfully on their merits.

To supplement each order with conscientious service and cooperation.

To offer freely and without obligation our checking service by competent packaging engineers to work out some definite economy, if possible, in the prevailing packing and shipping systems of shippers.

To make our Trade-mark respected in every field, wherever our products are used, for the four great basic principles it symbolizes—SINCERITY, QUALITY, SERVICE and ECONOMY.

CONTAINER CORPORATION OF AMERICA

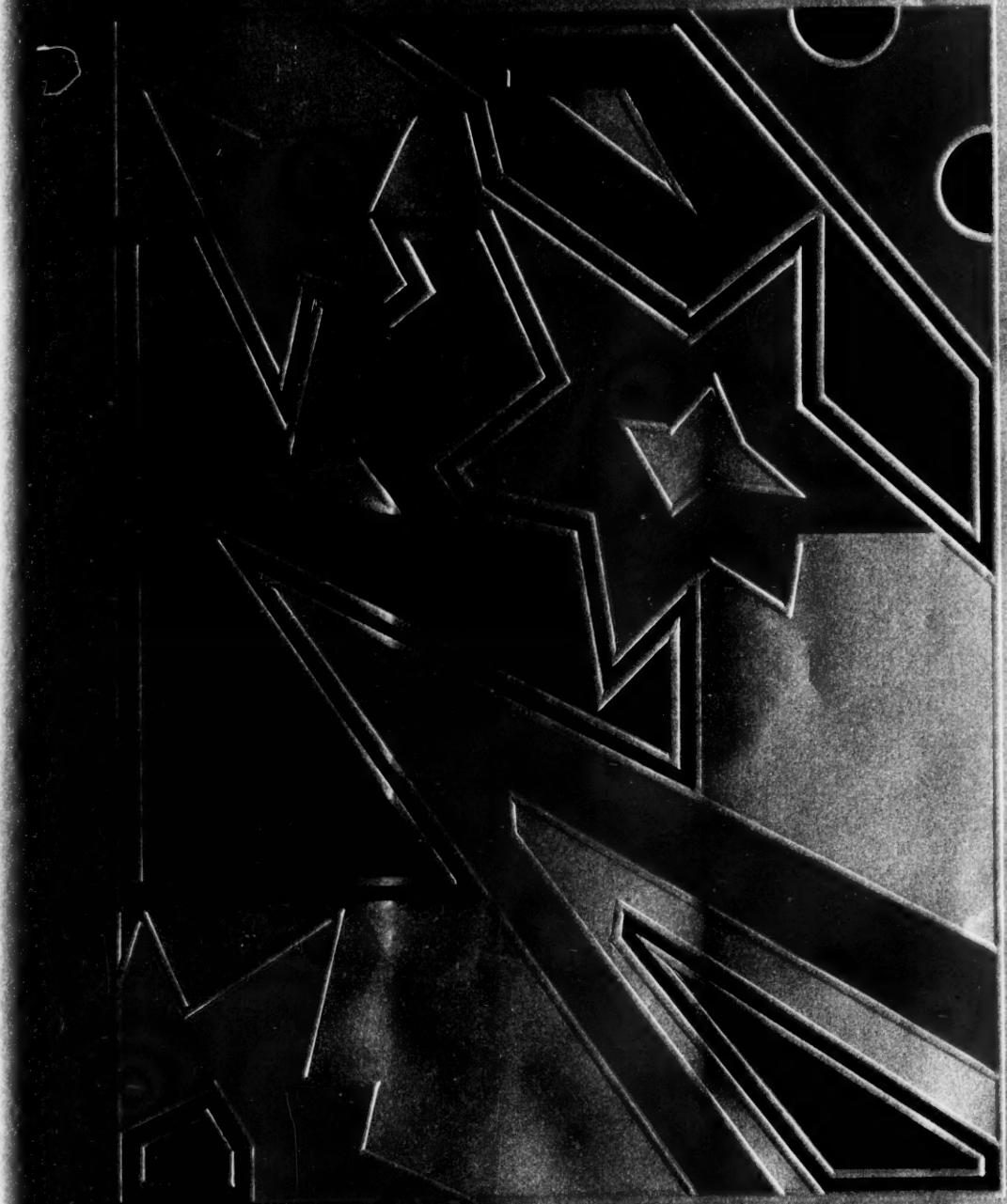
Mid-West Box Company Sefton Container Corporation

Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., CHICAGO

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ARTCOTE

GOLD and SILVER

PAPERS

ARTCOTE GOLD and SILVER PAPERS have repeatedly demonstrated their fitness for use on holiday packages. The wrap on the reverse side was designed and executed in two colors and embossing by the National Art Company for Pioneer, makers of Brighton Garters and Belts.

It is printed on ARTCOTE GOLD 3360.

Of great appeal to both the women who buy men's things and the men who wear them, this wrap illustrates the ability of Artcote Papers to take printing and embossing in perfect fashion, giving deep, solid and brilliant colors. Similar wraps and other package units have been produced by leading packagers by the offset process, lithography and rotogravure.

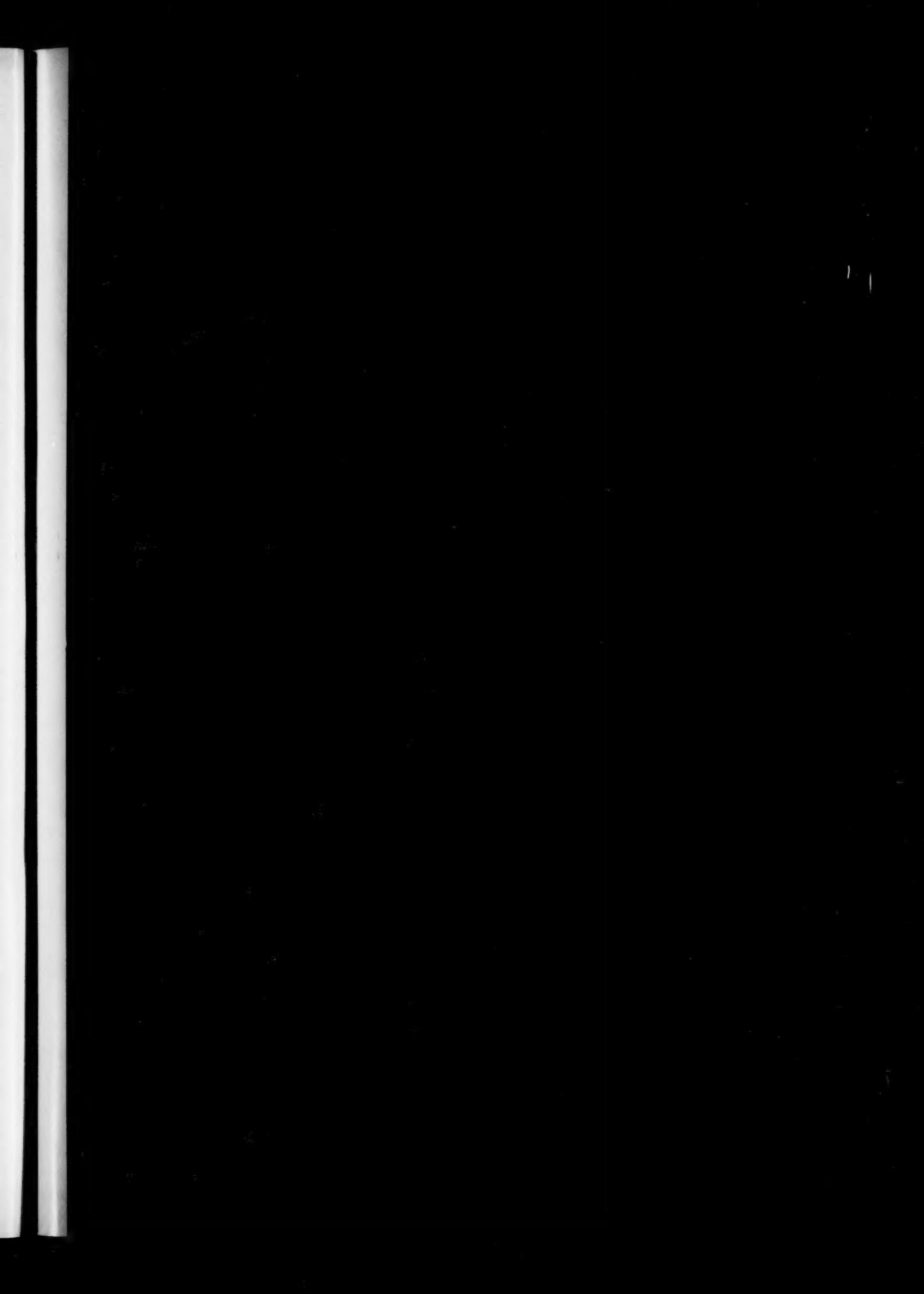
NEW

ARTCOTE GRAPHIC

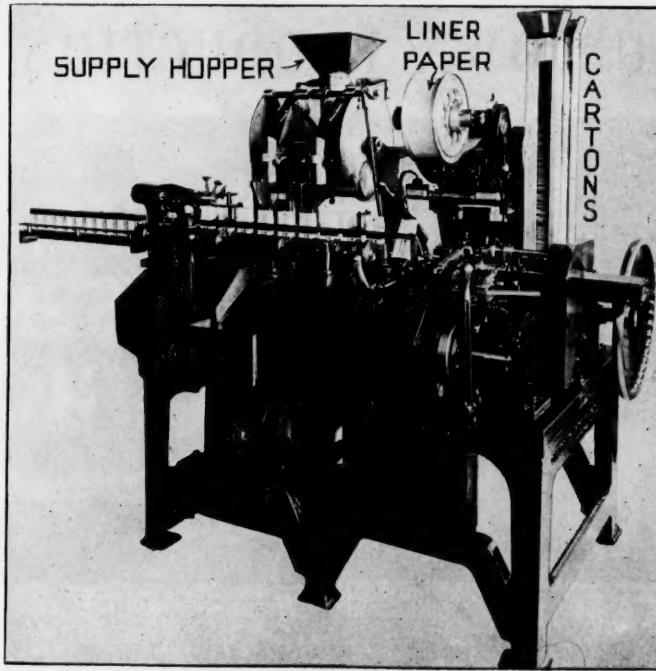
A new gold and silver paper supplied in standard sheet form in sealed packages for the Graphic Arts. Gold or Silver surface on one side, white on the other. Both surfaces are especially treated for inks, no special make-ready being required. Suitable for halftone, four-color process, rotogravure, lithography, offset and letterpress. Included in this line is a special new folding cover stock.

Samples and particulars on request. Inquire of your jobber or let us notify you of the nearest distributor.

Manufactured by
ARTCOTE PAPERS
INC.
IRVINGTON, N.J.







COMPLETE PACKAGING

*50 to 120 Complete Packages per Minute
Operating in the Following Sequence:*



1. Feeding the cartons, forming them, tucking the bottom ends and tack-gluing the end flap if wanted.
2. Forming, heat-sealing and inserting a wax paper liner, or forming and gluing a paper bag, whichever is required.
3. Measuring and filling the required amount of materials, such as egg noodles, coffee, spices, peanuts, powders, small candies, or other free-flowing materials. Measuring cups are adjustable to the exact amount required.
4. Folding and sealing or gluing the top of the liner.
5. Tucking and tack-gluing the top of the carton.

A Complete Machine on One Base---3 ft. x 5 ft. Floor Space.

Twenty-five models to choose from. If we haven't a model to fit your package exactly, we can readily adapt to your needs a machine already used on some other package. For "COMPLETE PACKAGING" try the Cartoning Machinery Corporation.



CARTONING MACHINERY CORPORATION
NEWPORT, R. I.

MAKE YOUR OWN PRODUCTION SURVEY



THE BLISS STITCHER GIVES YOU SPEED

DOES YOUR PRESENT METHOD?

THE BLISS STITCHER GIVES YOU LOW OPERATING COST

DOES YOUR PRESENT METHOD?

THE BLISS STITCHER SELDOM REQUIRES REPLACEMENTS

HOW OFTEN DOES YOUR PRESENT EQUIPMENT CALL FOR NEW PARTS?

THE BLISS STITCHER GIVES CONSTANT, UNIFORMLY PERFECT WORKMANSHIP

CAN YOU SAY AS MUCH FOR YOUR PRESENT METHODS?

BLISS EQUIPMENT YIELDS A STREAM OF SATISFACTION BY CUTTING COSTS WHILE PRODUCING ALL YOU CAN DEMAND EVERY DAY IN THE YEAR

WHAT MEASURE OF SATISFACTION ARE YOU GETTING OUT OF YOUR PRESENT STITCHERS?

Arguments on our part can do little compared with an honest analysis which you can make. Measure for yourself the satisfaction you are getting out of your present stitcher equipment. Then discover how much greater the returns will be if your next stitcher is a product of H. R. Bliss Co. Further details as to Bliss achievements and Bliss possibilities may be had on request. Write today to

H. R. BLISS COMPANY, INC.

*Manufacturers of Wire Stitching and Adhesive Sealing
Machinery for All Types of Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St.,
New York, N. Y.

James Q. Leavitt Co.,
Ogden, Utah

608 So. Dearborn St.,
Chicago, Ill.

Harry W. Brintnall Co.,
San Francisco, Cal.

Y CHALLENGING ATTENTION



CONTAINERS BY
CONTINENTAL

DOES your package *challenge* attention of dealer and consumer, or are you still using yesterday's can for meeting today's competition?

A package of modern design and shape, and with extra utility features, can exert a powerful influence in stimulating sales. Everywhere there is evidence that *productive* packages play an important part in modern merchandising.

Continental places at your disposal its extensive facilities for the creation of cans and designs that *challenge* attention and build up sales.

A Continental representative experienced in "Packaging To Sell" will be glad to help you with your problems.





BEHIND THE CONTINENTAL CANS YOU BUY IS A COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE

Continental cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental cans are 35 plants advantageously located from coast to coast—in 24

principal cities of the United States and Cuba—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

CONTINENTAL CAN COMPANY, INC.

*Executive Offices: NEW YORK: 100 East 42nd Street
SAN FRANCISCO: 155 Montgomery Street*

CHICAGO: 111 West Washington Street

CHICAGO
CINCINNATI
WHEELING
PASSAIC
SAN JOSE

BALTIMORE
OAKLAND
NEW ORLEANS
ROANOKE
BOSTON

KANSAS CITY, MO.

DETROIT
JERSEY CITY
LOS ANGELES
CLEARING
CANONSBURG

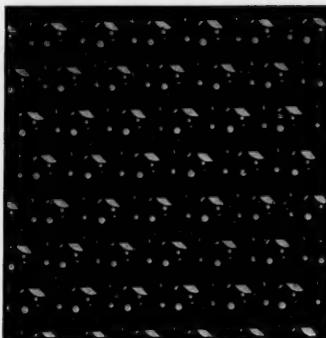
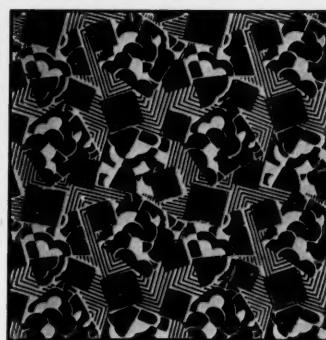
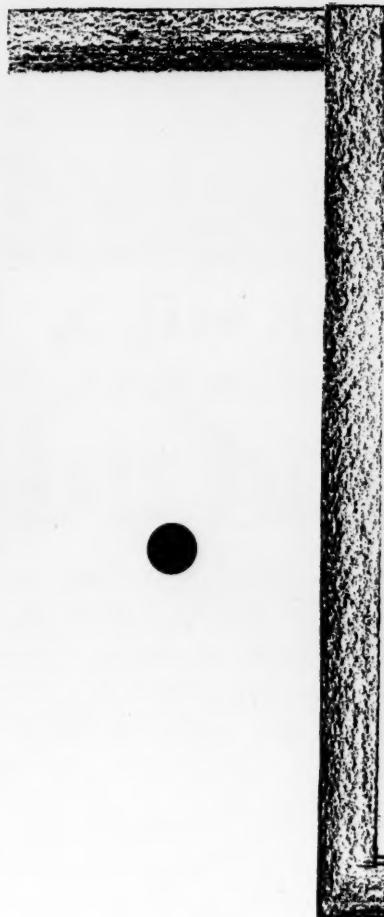
HAVANA, CUBA

ALBANY, GA.
SAN FRANCISCO
SYRACUSE
NASHVILLE
HURLOCK, MD.

DALLAS
E. ST. LOUIS
DENVER
SEATTLE
BEDFORD, VA.

"It's Better Packed in Tin"

1905 — CONTINENTAL'S SILVER ANNIVERSARY — 1930



FOUR papers . . . four Vita Ray Aces . . . are here shown. In black and white they still suggest their beauty and strength as box covers with real pulling power.

But don't order them . . . not yet. First let us send you some actual samples. Let yourself see these papers in their true colors . . . more beautiful . . . more powerful than mere pictures can ever be.

Then, when you've seen these vibrant fancy papers . . . when you've pictured them upon your boxes . . . we will not have to ask for your order. You will send it of your own accord. For these are Louis Schulman papers . . . they sell themselves . . . to packager and customer alike.

For Sale by

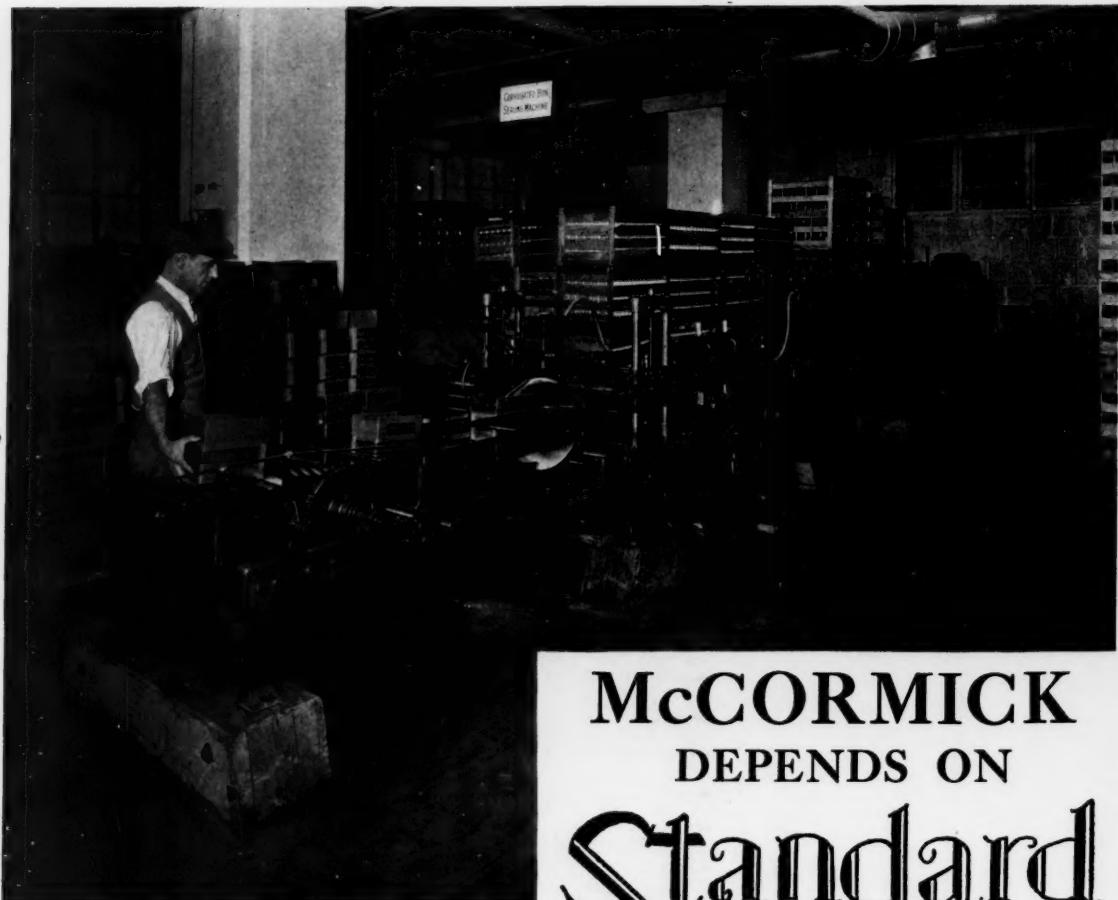
Louis Schulman Co.

463 Broome St.
New York, N. Y.

A. S. Datz & Co.

16 S. Marshall St.
Philadelphia, Pa.

Consult our Window Display Department for ideas. Specializing in display papers, genuine raffia grass mats, spot and flood lights, etc. Catalog of display accessories on request



McCORMICK DEPENDS ON **Standard**

AT the McCormick plant in Baltimore a high-speed schedule is constantly maintained by relying on STANDARD Sealing Equipment for sealing their entire output. This is one of the dozens of national packagers which has recognized the dependability of STANDARD equipment for maintaining a steady pace of high production and perfect workmanship.

Wherever profits depend on uniform high production there you will find STANDARD Sealing Machines. What STANDARD has done to reduce costs in the industries where packaging is a major factor, STANDARD can do for your plant. STANDARD Machines don't know the meaning of the word "breakdown." Installed in your plant this sealing equipment will keep up its steady pace of production day after day, year after year without a let down, without waste, and with a minimum of upkeep and attention.

MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

JOHN F. WILLARD & SON
335 E. 4th St.
Los Angeles, Cal.

Standard
SEALING EQUIPMENT CORPORATION
Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

CHICAGO, ILL.
208 West Washington St.
C. S. duMont
Windsor House
Victoria Street, S.W.1
LONDON, ENGLAND







GYPSY STRIPES

No. 13078

THIS colorful version of the popular G Y P S Y S T R I P E S B O X PAPERS is a splendid example of the skill in coloring and design which has always characterized a McLaurin-Jones sheet.

The stripes run the 20 in. way on a 20 x 26 in. sheet, or lengthwise in roll. Supplied in 26 in. rolls or sheets in any size from this width.

Send Coupon for Sample Folio

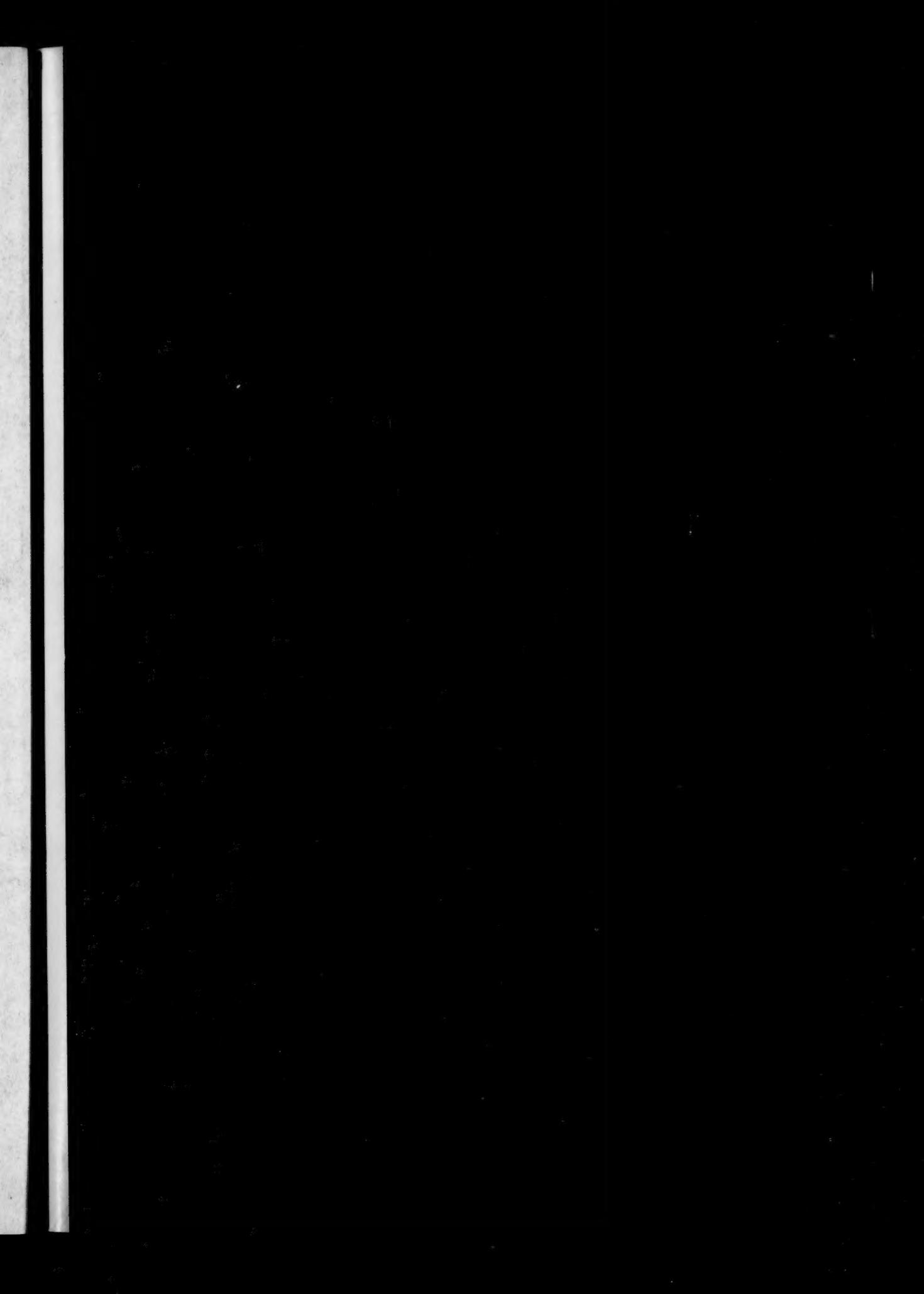
McLAURIN-JONES COMPANY,
Brookfield, Mass.

Please forward Sample Folio M.P. 8 without
any obligation on our part.

Firm Name _____
Street _____
City _____
State _____
Attention _____

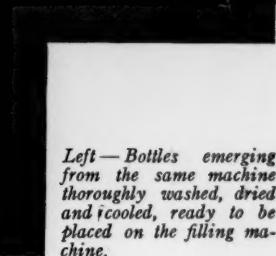
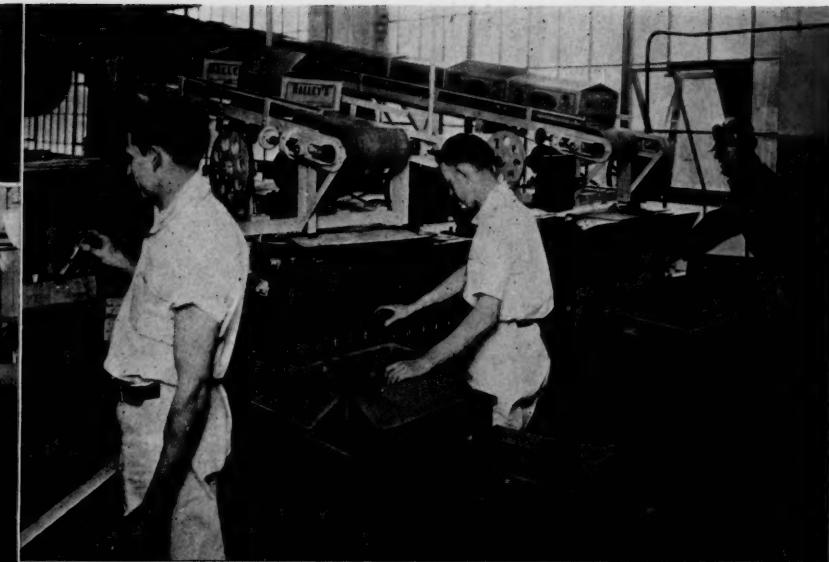
*Our Sample Folio M.P. 8
contains suggestions that
will help solve your pack-
aging problems.*

McLAURIN - JONES CO.
BROOKFIELD, MASS.



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Right—Nalley's Incorporated at Tacoma, Washington, showing bottles entering the U. S. Washer and Dryer.



Left—Bottles emerging from the same machine thoroughly washed, dried and cooled, ready to be placed on the filling machine.

THERE IS DIRT IN CLEAN CONTAINERS

This method is the most satisfactory and economical yet devised. The bottles are thoroughly washed at a high temperature, with or without a sterilizing solution. Next they are subjected to dry heat from 180 deg. to 200 deg. for 20 to 30 minutes. The jars leave the machine cooled for easy handling. And they are clean!

Visible dirt can be removed from containers simply by compressed air. But bacteria, mold and yeasts are seldom visible, as is true of most of the dirt that adheres to the inner walls of the package. Glass jars need to be made clean and safe for delicate food products by proper sterilization.

Slow? Cumbersome? Expensive? Not a bit! With only one operator we will deliver automatically to your filling machine 28,000 clean, sterile jars every eight-hour day. And in a floor space some four to five feet by fifty. The illustration shows just such an installation.

Let us give you complete details.

Bottling and Packaging Engineers

4015-31 No. Rockwell St. • • • Chicago, Ill.

**U.S.
BOTTLERS
MACHINERY
CO.
INC.**

Get Your BRAND NAME into the CONSUMER'S HOME

Wrap Your Cakes
in



AND REAP MORE REPEAT SALES!

Riegel's Printed Waxed Glassine Wrappers carry your name . . . your trade-mark . . . right into the consumer's home. A silent salesman right where every sale starts! Moisture-proof—grease-proof—transparent . . . and printed to your specifications in one, two, or three colors . . . Write today for samples and prices.



A DELICIOUS
BERWICK
CAKE PRODUCT

AVERAGE NET WEIGHT 2 1/4 OUNCES



RIEGEL PAPER CORPORATION

Formerly WARREN Manufacturing Co.

342 MADISON AVENUE

Mills in New Jersey at Riegelsville and Milford

NEW YORK, N. Y.



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FRENCH VELOUR

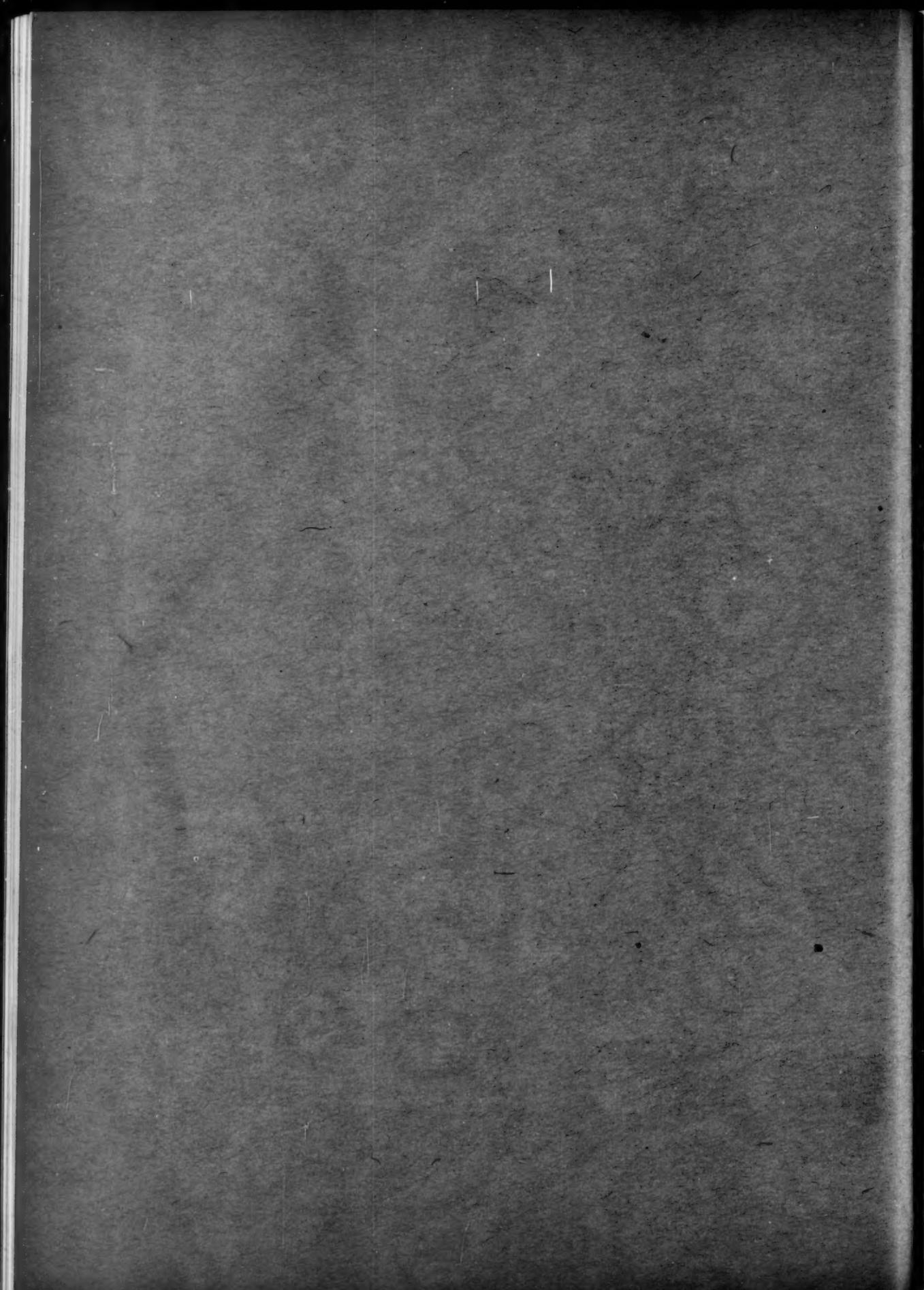
EXCLUSIVELY BY
KELLER-DORIAN PAPER COMPANY
INCORPORATED
110 FIFTH AVENUE - NEW YORK

(THIRTEEN COLORS CARRIED IN STOCK)

Sample Sheets on Request



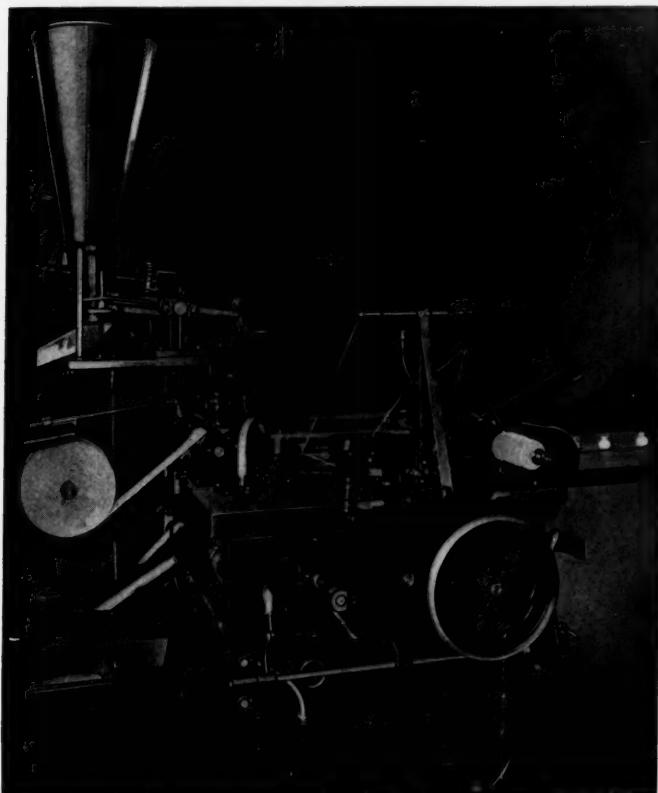
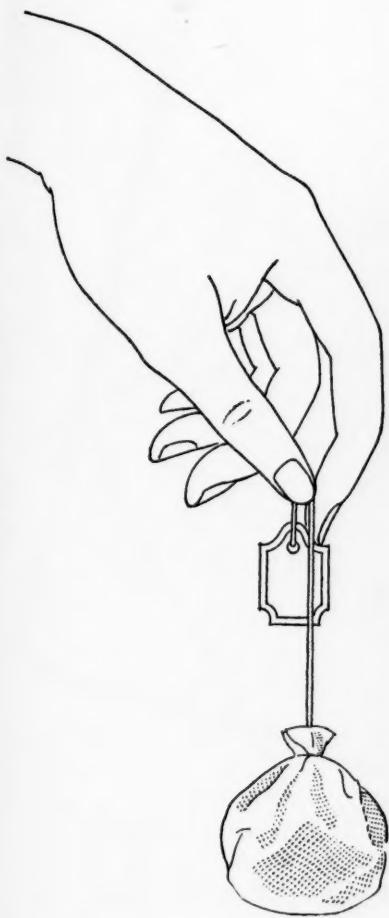
Courtesy of George Sally & Co., Inc., Publishers



LIPTON, SALADA, TETLEY

and

16 OTHER FAMOUS COMPANIES



manufacture their tea balls automatically with Pneumatic Machines

Billions of tea balls are sold yearly by the leading tea merchants of the country. Each one is a manufacturing job. The tea must be accurately weighed, filled into gauze cut economically to shape and size, then formed into a bag and tied and tagged! A tremendous production job, and a costly one—unless done with absolute accuracy, efficiency and great speed.

The leading tea companies have found the answer to this problem in the Pneumatic Tea Ball Machine. This machine delivers a completed tea ball every two seconds, without the aid of a single human hand. It weighs the tea, forms the bag, ties and tags it. Forty of these machines are now serving sixteen of the world's largest producers of tea—with a speed and accuracy that protects both their reputation and profits.

Pneumatic engineers are at your service, free of charge for advice on any packaging problem. The Pneumatic System includes seventy machines designed to perform every packaging operation.

Carton Feeders
Bottom Sealers
Lining Machines
Weighing Machines
(Net and Gross)

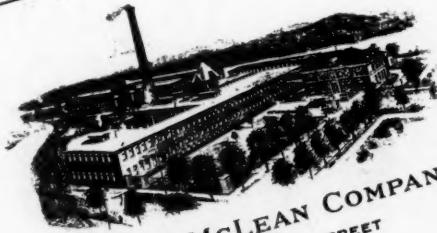
Top Sealers
Wrapping Machines
(Tight and Wax)
Capping Machines
Labeling Machines

PNEUMATIC SCALE PACKAGING MACHINERY

Pneumatic Scale Corp., Ltd., Norfolk Downs, Mass. Branch offices in New York, 26 Cortland St.; Chicago, 360 North Michigan Ave.; San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and London, England.

ESTABLISHED 1826

MILLS
PASSAIC, N.J.



INCORPORATED 1897

ANDREW MCLEAN COMPANY

12-14-16 EAST 22nd STREET
NEW YORK

MARENNETTE CLOTH DEPARTMENT June 26, 1930

Breskin & Charlton Publishing Corp.
11 Park Place,
New York, N.Y.

Dear Sir:-

Our first experience in advertising in "Modern Packaging" speaks for itself when we gladly tell you that we received more inquiries from this one advertisement than from any other method of bringing our goods to the attention of the public.

There is no doubt in our minds but that these inquiries will develop into new business which will run into considerable volume.

Att:-Mr. Lawrence Ley, Adv. Mgr.

Cordially yours,
M. J. Schneidler
ANDREW MCLEAN CO.

That satisfied flush of astonishment at "First Experience" results lasts thru years of voluntary contract renewals. Modern Packaging space has to be sold only once.. after which it sells itself... Breskin & Charlton

P.S.-We'll visit you soon. Dust off that spare chair..

MODERN PACKAGING

11 Park Place. New York City

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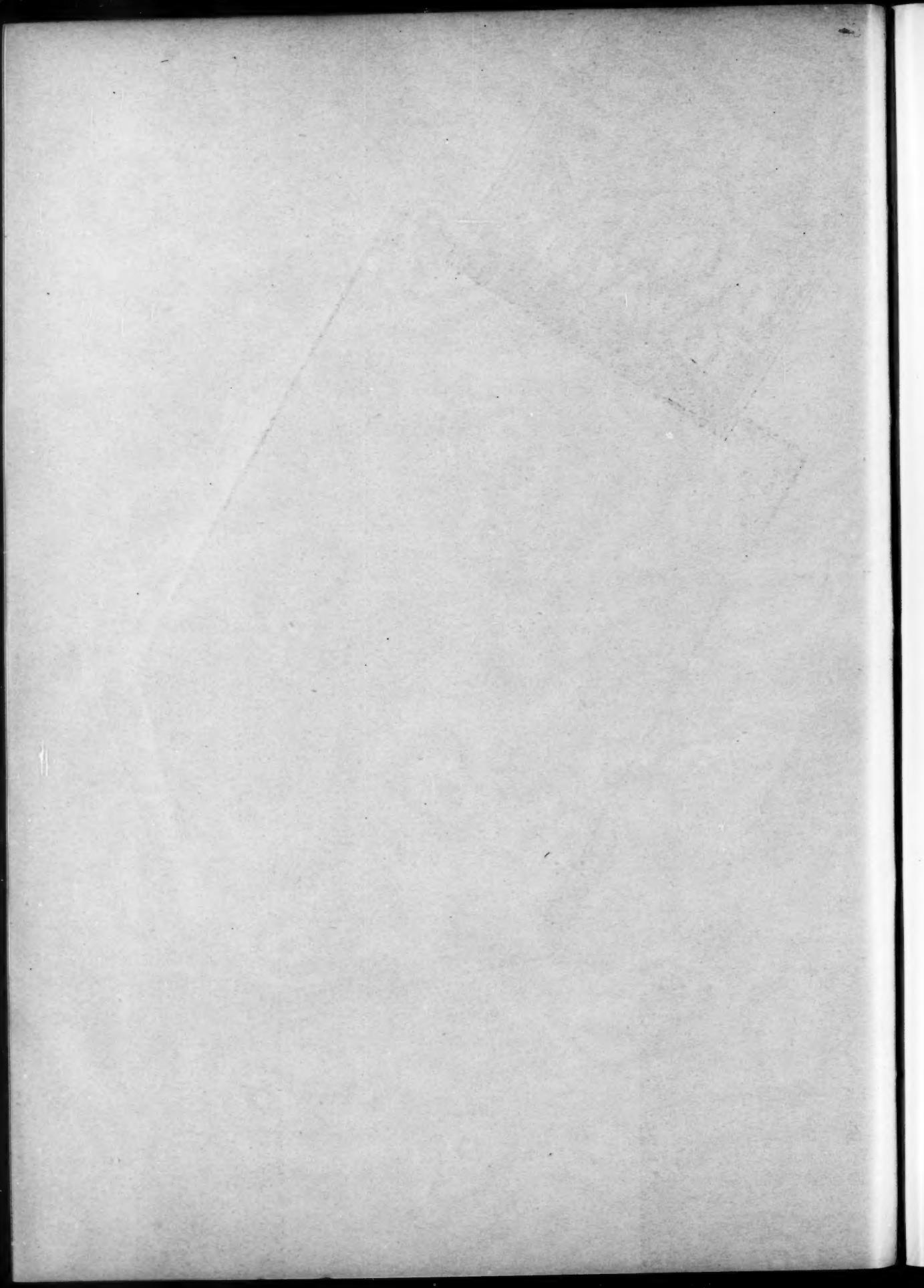
POINT
YOUR
BUYING
TOWARDS

New England Fancy Papers create high grade boxes of distinction.... boxes which serve to identify the products they contain as worthy of patronage. Packagers and boxmakers who point their buying towards New England papers are hereby reaping sales trends towards themselves and reaping an appropriate profit.

Sample books and large working sheets may be had upon request.

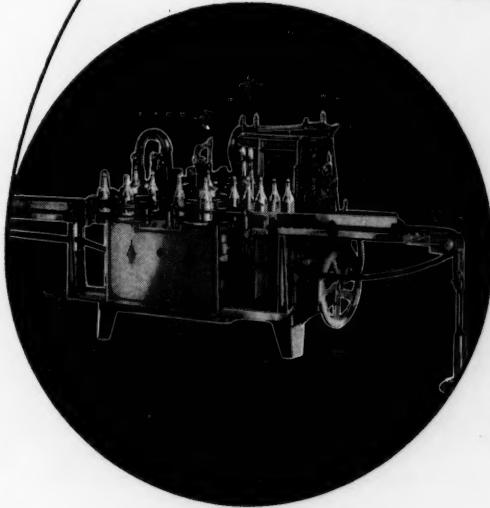
Write today.

NEW ENGLAND
CARD AND
PAPER CO.
SPRINGFIELD
MASS.

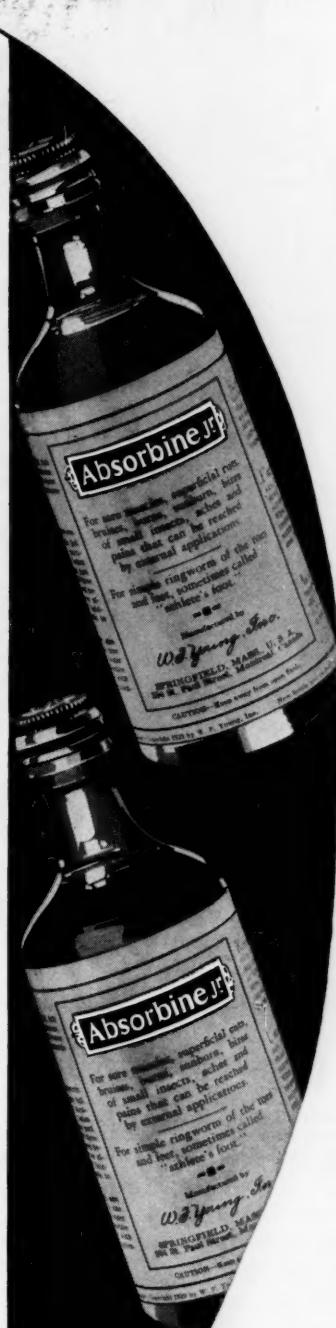


Leaders insure success at every step

Absorbine
is labeled on an
O&J labeling
Machine



O & J Duplex Labeler
—Capacity 120 containers a minute, including body and neck, also foil if desired.



LEADERS like W. F. Young, Inc., Manufacturers of Absorbine, insure success at every step. O & J labelers play an important role in the manufacture and marketing of this well known product.

O & J Labelers assure not only neat labeling but high speed production that effects big savings in cost.

One well known manufacturer reports savings of \$1390.00 per year for each machine over previous labeling costs, a reduction of 49%.

Similar savings can be effected in your plant if you will put your labeling problems up to an O & J representative. He will be glad to analyze your labeling problems and submit recommendations and estimated savings. You will be under no obligation.

Write to Dept. L8.

THE O & J LABELING MACHINE CO.
60 Ellsworth Street
Worcester, Massachusetts



Division of
THE LIQUID
CARBONIC
CORPORATION



YOU, as a manufacturer, conduct your business as a coordinated unit; every phase of production from raw material to final shipment is at your finger tips, for experience has taught you that most of the manufacturer's troubles are caused by diversified control.

A policy of unified control so profitable to all business applies with double effect to package production. At the Sutherland plant the artist designing your package and the artisans producing it are in constant touch with each other . . . and both are under your direct control.

Thus Sutherland can produce your package as economically and as perfectly as you produce your product . . . by the same method of unified control.

BASHFUL PACKAGES

Bashfulness in a package is the result of inferior construction and poor design. Any package so afflicted is regarded by the merchandiser as a "timid soul," naturally he hides it on the darkest and dustiest shelf and it isn't discovered again until the next time stock is taken.

SUTHERLAND designed and constructed packages are not "shelf-flowers"—their quality and attractiveness preclude any possibility of their languishing in the gloom. Tell SUTHERLAND about your packaging problems . . . they know the answer.

NATIONALLY KNOWN
NATIONALLY USED

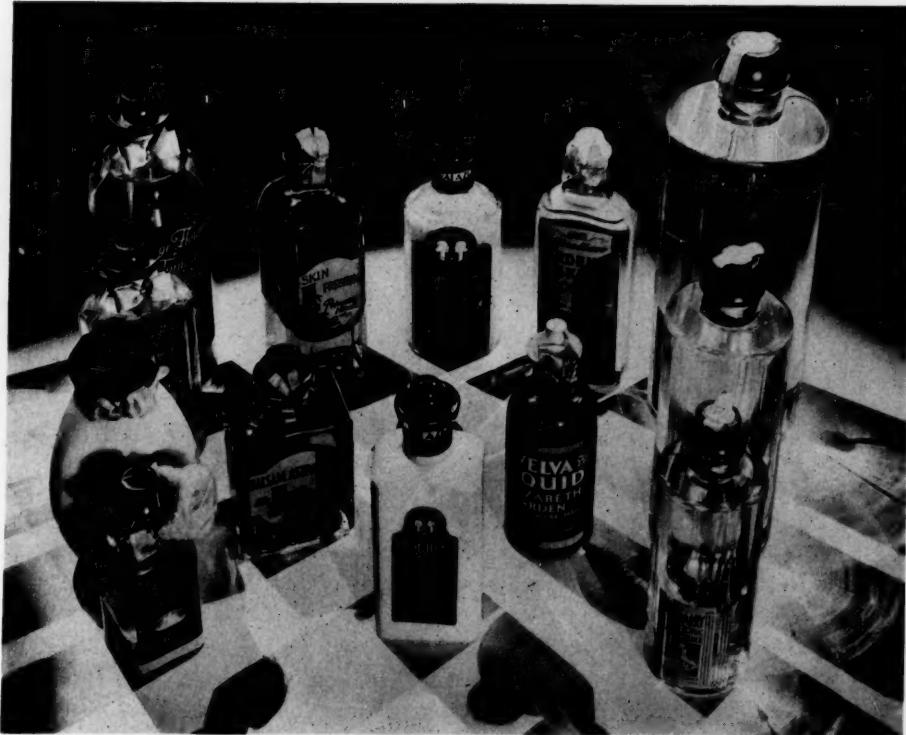
Sutherland Cartons

MANUFACTURED BY
SUTHERLAND PAPER COMPANY
Main Offices and Mills KALAMAZOO, MICHIGAN

MODERN PACKAGING

August, 1930

VOLUME THREE
NUMBER TWELVE



Photograph by E. H. Rehnquist

Why Cork in Packaging?

Utilitarian Properties of This Product Combine Successfully with Harmonious Factors to Effect Desirable Results in Closures

By G. W. LEFFINGWELL

NINE out of ten don't know! Ask the average woman—or man—who is buying toiletries, why cork is used so generally for closures by manufacturers of perfumes, lotions, toilet waters and the like. Probably they'll ask, "What else is there to use?" Or hazard vaguely that "people have always used it." There seem to be a number of reasons, however.

The manufacturer has constantly before him the fact that the destination of all packaged merchandise is purchase and use by the consumer. The right thing for a given purpose. Good appearance is an important factor in making an initial sale. Utility and convenience are equally important in making for re-sales. Cork ap-

parently has certain natural advantages which meet these three merchandising aids.

The present vogue for color to stimulate eye appeal has not overlooked the bottled product. It also must be given an effective touch that demands the attention of the potential purchaser. The ordinary cork bottlestopper, which by itself is not particularly attractive, has met the color-problem by an alliance with the embossed top and with viscose coverings.

In the case of embossed top corks a name, trade mark or any appropriate design is pressed in relief on the top. A regular tapered cork of any grade or size is cemented to the top with a special waterproof glue so effective

that the top and the cork are practically a unit and immune to any normal strain or pressure. Since any color or any two colors can be used in the top, a variety of effects are possible to secure the distinction which is such an important part of building sales volume in toiletries.

Harmony between bottle, label, and package plays an important part in modern packaging. The manufacturer has realized the value of giving his entire line a distinguishing motif which characterizes it and makes each item of the line stand out from similar products in other lines. Specially designed embossed top corks for unusual bottles have been devised to meet this situation. To gain individuality of appearance, embossed tops are used which are square, rectangular, octagonal, or of any other geometric shape. In addition to being thus decorative, the embossed top also has a further point in its favor. Manufacturers have found that it obviates the possibility of dust accumulating on the lip of the bottle, thus increasing the sanitary value and protection of the packaged product.

Bottles can also be attractively and effectively sealed by covering the corks with transparent or translucent viscose and gelatin in colors that harmonize with the labels and contents. Ordinary tapered corks are often covered in this manner, but effects even more pleasing are given by corks which have round tops or wedge-shaped tops.

The covering is supplied in thimble-shaped pieces of the proper size. The viscose material is received immersed in water. Gelatin is received in dry form and must be soaked in water before being applied. The cork is inserted in the bottle in the regular manner and the cap is put on by hand over the cork and neck of the bottle. When it dries it contracts, making an air-tight seal. Some manufacturers then garnish the bottles with a ribbon tied in a bow around the neck of the bottle and hiding the joining of the cap and bottle.



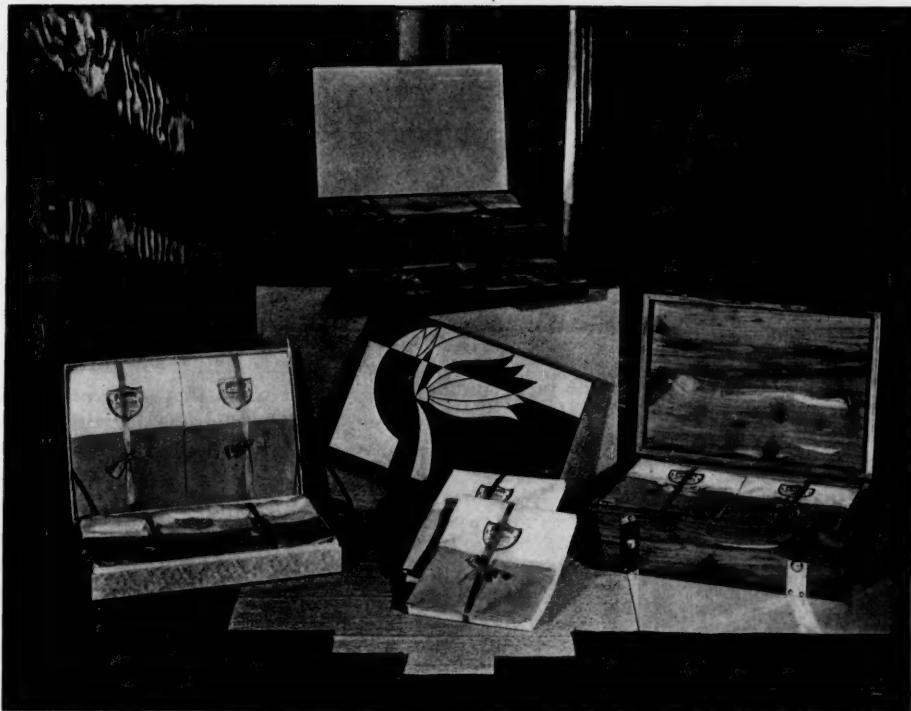
Embossed top corks are used as an added note of package decoration

THE use of cork for bottle-stoppers dates back more than 2000 years. In the intervening twenty centuries science has discovered no natural substance or synthetic product which will satisfactorily replace cork for this purpose. The reason apparently lies in the inherent properties unique in cork itself. No other natural or artificial substance possesses the same combination of basic characteristics as cork, and all these properties contribute to its usefulness.

The cork-tree—for cork grows on trees—belongs to the oak family, the chief cork-producing countries being Spain, Portugal, Northern Africa, and other lands around the Western Mediterranean. When other vegetation in this semi-tropical district is withering, the cork tree remains green and flourishing. To protect the growing part of the tree from the hot arid winds and to conserve the moisture present in the tree from evaporating, nature has given it a bark which is resistant to moisture. This outer bark is the cork of commerce.

Resistance to the penetration of moisture is the most obvious reason for the use of cork as a bottle stopper to protect the liquid contents within. No liquids, barring a few highly corrosive acids and alkalis, attack and harm the cork. Furthermore, its compressibility allows it to be inserted to form an air-tight seal, and its frictional properties and resilience make it grip the bottle neck firmly and stay in place. That it is both odorless and tasteless is a still further advantage.

Cork is also decidedly more resistant to chemical action than most natural materials. Since alkalis and strong solutions of certain acids are practically the only chemicals with which cork cannot be satisfactorily used, it can be safely employed in contact with almost all the chemicals in current usage in pharmaceuticals and toiletries, and does not corrode, discolor, or deteriorate in any way with use. For these various reasons there is a wide range of products which (*Concluded on page 86*)



Staple Products in Gift Packages

Unusual Gift Containers for Household Linens Aid the Retailer in Arranging Holiday Displays and Suggest the Inclusion of These Products in Christmas Shopping Lists

NEW gift boxes "glorifying cotton" for Christmas have been announced recently by Pequot Mills of Salem. Show-box, the modernique and the cedar chest are the features designed to aid the retailer in his displays and to increase sales in his domestic department during the holiday season. The creations make these products attractive for the exclusive gift shops as well as the regular avenues of distribution in the department stores.

The show-box, so-called because of the complete display of both sheets and pillow cases upon the opening of the cover, comes in all of the pastel shades and matches the colors contained therein. It is made for two pillow slips, for one sheet and two pillow cases and for two sheets and two cases. Plain white sheets and cases with hem-stitched borders are packed in a green show-box to meet the demand for a gift package of white bed linen.

Modernique is in the ultra-smart colors, black and silver. Its design is in keeping with the modernistic art trend. One sheet is contained in the top of the box and a pillow case rests in each of the two trays beneath. A new type of hinge insures sturdy construction and greater durability.

THE cedar chest is presented by the mills as two gifts in one. Real cedar is used in the boxes with fine brass adding to the natural attractiveness of the grain in the wood. A lock and key adds to the value of the chest as a place for trinkets. The chest, which is the richest in the line, comes in sizes carrying either one sheet and two pillow cases or two sheets and two pillow cases.

The 1930 creations of gift sets by Pequot is a further step in the taking of sheets and pillow cases out of the class of staple merchandise. This began with the introduction of color. Pequot Mills introduced the colored hem or border which has proved to be the most popular type of sheet in the colored goods. With the introduction of color came boxes and the present line is regarded as a distinct departure from anything that has gone before. While the manufacturer has been changing his merchandise and has introduced new types of packaging to help the retailer in displaying these staple products and creating greater demands for them the retailer has been actively cooperating and capitalizing the new demand. Stores are now displaying bed linen on beds and in bed room settings instead of on shelves.

EDITORIAL

Christmas Thoughts at 90° Above

To place one's self in a Christmas season mood with the thermometer hovering around the gay nineties and conflicting thoughts of a cool and distant trout stream is somewhat of a difficult job. But stern duty, the maw of whirling presses or whatever it is that compels us to regard our job as something that must be turned out so that others may in turn attend their tasks, requires that we address ourself to a subject in keeping with the spirit of this issue of MODERN PACKAGING.

In presenting the various articles we have attempted to lean toward a holiday flavor, offering a selection that will be of help particularly at this time when manufacturers of packaged merchandise are developing and completing their plans to meet Christmas and holiday trade.

As the holiday season approaches we eagerly scan the advertising columns of our daily newspapers for lists of gifts suitable for various members of family and friends. Lacking originality and ingenuity we are guided in no small degree by such aids to our buying, and are thankful for such suggestions—they have helped in the propaganda for the prevention of useless giving.

It is interesting to note that each year has seen an increase in the number of items included on such lists, and particularly those articles which are packaged or wrapped in a manner characteristic to the season. This is likewise true of other gift articles displayed or otherwise shown for purchasers' consideration.

The inference from such a trend should be quite obvious to those who have given thought to the use of packages as a means of increasing sales. For there are countless articles of truly useful calibre that are purchased throughout the year which—adorned in the finery of holiday packages and wrappings—could be profitably drafted to the Christmas trade. This, then, is the thought. Having delivered the same, we return to our less cool considerations of the weather and that trout stream.

Is the Dress Goods Package Checkmated?

We are not oblivious to the limitations of packaging or the extent to which the package may function in the sale of merchandise. We have seen so much of the progress that has been made in this direction—the advance of packaging methods and the use of packages—that we are not inclined to pass up an opportunity for argument when it is suggested that packaging is impractical for certain products. In many instances we have found that such an inference is made without a full comprehension of what is meant by packaging or that the suggestion "to package" was disregarded because of an (apparently) "easier way out."

Among the latest converts to the packaging idea is the textile industry where, in many instances, it has been demonstrated that the right kind of packaging materially helped the sale of goods. Attractive boxes and transparent wraps have been conspicuous in their use for the packaging of sheets, pillow cases and towels. Opportunity for better display, added convenience for the customer and identification for trade mark purposes and advertising have aided in the practicability of packaging these products.

We learn, however, that certain leading textile houses have placed "thumbs down" on the use of packaging for dress goods, and not, it would seem, without considerable justification. There is the impossibility to arrive at a yardage for packaging which would be generally satisfactory. Some women want three and a half yards, others four yards, and so on, depending upon the purpose in mind or the manner in which the dressmaking is done. Another important consideration is that women must feel the cloth they are buying, which means that the wrapping or box must be opened and this often affects the appearance of the package. Manufacturers admit, though, that if it were practical to package piece goods, the idea would appeal to them as a means of reducing time, cost of handling and shopwear and would assist appreciably in turnover.

Viewing the subject broadly, the problem is one of human nature or buying habits. It is difficult sometimes to change purchasers' habits. But it has been done, albeit the process and time required have been lengthy and frequently expensive. It was not so long ago that tinned foods were objected to—an unexplainable belief existed that they were to be avoided as much as possible. And this was changed by a process of education. At least one manufacturer has gone so far as to display in glass, where all might see, the same foods, vegetables, etc., as those placed in tin containers in adjoining shelves, and this aided substantially in the sales of those products.

Temporarily perhaps the practicability of the package for dress goods is withheld but there is, we believe, sufficient evidence among the examples of other commodities that have found more profitable sales through packaging to justify a belief that this group may yet join the increasing number of converts.

Controlling the Parade

We think of the performance of packages in much the same way as we do of any other effort made to create sales of merchandise. It is recognized that an urge or incentive for buying, beyond mere utility or other desirable quality, must be supplied, and that

the resulting returns are directly proportional, or nearly so, to such efforts. A manufacturer catering to a retail market, let us say, adopts a workable plan for attracting attention to his product. He uses advertising, in one or several of its various forms, thereby creating a desire for his goods. As to the share which the package has in such a consideration, we need not discuss it here other than to say that it can and does form an important and fundamental part of any promotional merchandising plan.

Maintaining such an intimate relationship with or forming an integral part of advertising, it is not surprising that many of the principles that govern package selection and design can be traced directly to those ideas that have proved successful in advertising, as the term is generally understood. The converse is likewise true for we know in many instances that considerations of the package precede in the plan to establish sales of given merchandise. This condition existing, we find package users eager to obtain as much information as possible pertaining to sales promotion.

In such fact-finding work one occasionally comes across a propounded idea that immediately registers because of the clear common-sense expressed therein. And particularly when the nature of such information can be translated into terms of the package are we interested.

Recently we were sent a copy of a little book, "Slow down the band-wagon—the elephants can't keep up," published by Ruthrauff & Ryan, an advertising agency. After reading this through, we re-read it, for even the depressing heat that caused a relaxation of our normal grey matter could not deflect the impression that the author of this booklet was talking, even though perhaps inadvertently, "package language." His remarks are stimulating because he emphasizes or propounds a basic thought which many overlook or are unwilling to admit to. This thought may be referred to as the "measurement of the mass mind," and can be applied—as it is in the text—to advertising copy or "appeal" or—in our own case—to the motif or design of the package.

The "band-wagon," whether it be advertising copy or package, must move in time with the consumer parade—otherwise it runs the risk of outstripping the latter; the appeal passes above the heads of the great mass of purchasers. "Our choices of appeals, copy ideas, headlines and illustrations must embody concessions to popular taste—whether we, as individuals, endorse that taste or not. And above all, each element which we employ must be characterized by simple handling and treatment.

"But do not confuse *simplicity* with *crudity*. There is a world of difference between the two. To write understandably for the man in the street, we need not skirt the borders of illiteracy. Nor do we need to violate good taste in order to be interesting. But we *must* exercise our selective powers to the utmost—and chart our courses by these things which we know register most conclusively with the great majority.

"The advertisers of the imported automobile can afford to be more or less independent of the average man. The manufacturer of the \$20,000 pipe organ can turn up his

nose at human nature in the mass, if it pleases him to do so. But the advertiser who expects to sell a food, drink, a tooth-paste or a face powder *in volume* can ignore the true character of his great potential market only at his peril. He must slow down his band-wagon if he expects the rest of the parade to keep up."

What a wealth of common sense for the manufacturer who adopts a new package or revitalizes an old one is embodied in the above-quoted paragraphs! His package to be successful *must* talk the language that can be understood by his most profitable market.

Package Traditions

NOW, more than ever before, are traditions being shifted into the discard—to be replaced by more efficient and profitable practices—and this is probably more true of merchandising methods than of any other economic condition that governs our existence. These advances have not been the result of "cut and try" ideas but rather the development of carefully worked-out plans that have followed complete analyses and investigations.

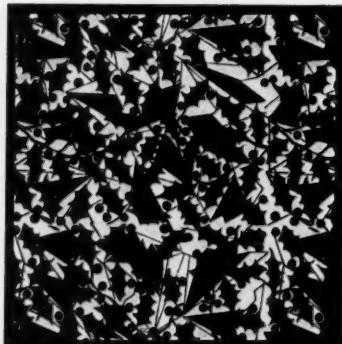
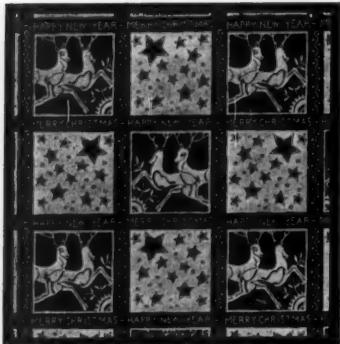
With the beginning of "package consciousness" there commenced what might be termed a "sorting" process in package use, which, while it still exists to a great degree among many industries that make use of packages, has shown a tendency to develop along less confined lines. In other words, in the packaging of various products, specific types, shapes and sizes of containers were used.

Candy, let us say, adopted the set-up paper box; certain food products made their appearance in cartons, others in cans, glass jars and so on, and we thought of specific products as allied to or contained in specific packages.

But improvements in packaging methods and supplies have afforded a wider choice of container materials, sizes and shapes so that no longer need the manufacturer of packaged goods confine his selection of package to a particular type as formerly. He can choose that which most economically meets his merchandising requirements. He selects the "right" package and changes only when competition or hope of more profitable sales directs. Frequently his judgment will dictate the selection of several of various types, sizes and shapes as those best suited to meet his market.

These random thoughts are inspired by the reading of an article in a recent issue of *Advertising & Selling*, "Soap in Tubes?" by George P. Metzger. In this, the author propounds the idea "for the young to shoot at" of packaging toilet soap in collapsible tubes—a suggestion which while not entirely new merits further consideration. Quite interesting, too, is the analytical treatment of the advantages and disadvantages, respectively, of the proposed and the tablet form. The thought does not condemn present packages in this instance; rather it widens the possibilities for the manufacturer through the adoption of other types of packages which may likewise offer an opportunity to combine utility appeal with that of display value.

Box Covering Papers in the Holiday Mood



- 1 Red and silver in modern effect lettered with holiday greetings. By Whiting-Patterson Co., Inc.
- 2 Waterwave motif in rich silver inlay on black background. By McLaurin-Jones Co.
- 3 Silver stars in many sizes and comet tails on a blue ground give an unusual note to this paper by Charles W. Williams & Co., Inc.
- 4 A modern version of holly leaves and berries in green, red, gold and black. By Louis Schulman Co.
- 5 Metallic paper in geometric design in reds, greens and yellows on silver. By Reynolds Metals Co.



Decorative Paper Trends

Smartness, Style, Harmony and Interpretation of Design Evident in Newer Coverings and Wrappings—A Symposium of Opinions from Manufacturers

AGAIN, as in previous years, MODERN PACKAGING has an opportunity to present for the benefit of its readers the opinions of several of the leading manufacturers of fancy and decorative papers as to the trends in colors and designs incorporated in their products. Such a symposium, published at this time, will be helpful in the consideration and selection of box and package coverings, linings and wrappings that are to make their appearance in the coming holiday season and during the next twelve months. As has been pointed out in previous treatments of the subjects, new designs do not always initiate with the pre-holiday season, for actually there is a continuous appearance of patterns that are placed on the market by decorative paper manufacturers at no special time, and these find acceptance throughout the year or until the particular design is displaced by others that appeal more to the popular demand. It should be understood, too, that these expressed trends apply more particularly to original designs prepared for special or exclusive use and are not to be confused with the many so-called "stock designs" that are carried by most of the established fancy and decorative paper manufacturers.

Certain predictions made last year have proved their correctness during the past twelve months and such changes, as evidenced by recent opinion, show gradual continuance rather than any abrupt departure from the general trend. The uses for fancy papers are still on the up-grade; that is to say, their field of appreciation continues to show an increase as to variety, as well as quantity, of merchandise which makes its appearance in containers, wrappers, etc.

FOR box coverings, one manufacturer tells us, modernistic designs will still be in use, with a tendency to small motifs, artistically arranged and instead of loud colors there will be a tendency toward a choice of pastel shades. Silver will be more in demand than gold and the general emphasis will be laid on an artistic development rather than a loud splash of color. For papetrie envelope linings, modernistic design is out. Very small floral motifs will be in vogue, closed in with an artistic display of color; one strong color contrasted against pastel shades. Silver will be in use in preference to gold. For greeting card envelope linings, modernistic designs will be in use in brilliant colors. Silver will be in prominence, whereas gold has been in the past. Figure motifs will be more in evidence but modernism will still hold its sway. For fancy wrappings, modernistic design is practically out. Large motifs in evidence. Silver instead of gold. Delicate colors for the most part

and design printed in from one to two colors, at the most.

A manufacturer who has a wide distribution in the United States and Canada states that the concensus of opinion, as expressed by inquiries and orders from his customers indicates a preference for bright, snappy colors for box covering papers; the brighter the better. Tints, of course, have their place but they only amount to about 15 per cent of the call for box covering papers, as they are mainly for Easter, Mother's Day, etc., while the high colors are used for all-year-around packages and for Christmas holidays.

"Bright colors," he continues, "have the eye appearance and sales appearance which is to be recognized. You have to give the public what they want. What they want is to sell their goods and it is a recognized fact that they can sell their goods better and quicker wrapped in highly colored papers rather than in light tints. Futuristic and modernistic patterns are not a thing of the past. We are getting more inquiries and orders today than ever before for modernistic designed papers. We think that the modernistic papers are going strong through 1930 and 1931, without any question."

ANOTHER manufacturer describes the trend of color and design in covering papers as a "transitory condition." "As with style," he says, "we seem to be getting away from the extreme in modernism, so-called, and there is a general tendency toward the softening of color and line. In a homely way this might be better illustrated by saying that there is an evidence of turning away from the harsh, rugged masculine design to the delicate tints of a more feminine character. In our own work we are eliminating the angular patterns and replacing them with designs which are more flowing in character. The motif is becoming simpler and the number of colors, on any one pattern, is being reduced from five or six to three at the most. This will become evident when our 1931 line is shown and especially with regard to our imported lines. In our domestic papers we are getting away from the staple red, blue and green colors and their weak relatives. We seem to find an appeal for new color sense. Papers from any angle must be subtle.

"The windows of the better shops are a splendid example of the change. Most of them have built their background of plain colors of an entirely new texture and feeling and even where there is a pattern it is hardly perceptible, the under-tone and the over-print having been blended.

"A peculiar state of affairs has arisen, in that, while many leaders are changing to the style tempo as illus-

trated above, there are a few others who are taking advantage of the situation by adhering to the extremely vivid colorings and large patterns. You can easily appreciate that products covered in the darker tones will stand out by contrast with the others. Of course to have perfect service we must take cognizance of this, and you will still find in our lines some of the more garrish papers."

DISJOINTED, bizarre, meaningless effects, states the next opinion, are taboo and are justly being replaced by more pleasant, symmetrical and harmonious designs which can carry a great amount of striking color without jarring effects on one's nerves or color complex. There is also some tendency to more descriptive designs, motifs that lend themselves to symbolic expression for both seasonal and holiday use. There is some tendency toward pastel and subdued effects, the reaction being, however, an extreme one from the nondescript jazz era but this tendency is gradually working up to more colorful effects, as pastels do not seem to have sales appeal. Color attracts attention and attention attracts sales, which, after all, is the economical justification for decorative papers.

Continuing, another manufacturer tells us the fancy paper field is the most confused section of the paper industry. "If there are any trends, they are pretty hard to be very definite about, but we think we can say the following: There seems to be an increased interest in the quieter pastel blends. We think also that silver, black and white combinations are becoming increasingly popular. We find, too, that the day of very crude modernistic designs is over, but that practically every kind of design is being handled in a modernistic manner, even though it may be something as conventional as a flower motif. The buyers this year do not seem to be in the mood for very high priced papers and we are finding quite a response to our new popular priced lines."

And concurring somewhat with the foregoing we learn from another manufacturer that: "The Russian influence spreading rapidly gave popularity to color arrangements which to the average American would normally be extremely offensive. Because it was unusual it was accepted and used until it became commonplace. With the general use of gaudy colors unusualness disappeared and the offense to good taste was quickly perceptible. The pendulum now swings in the opposite direction, our inquiries and sales show a marked increase in white, cream and light gray, in papers of very good quality."

Afurther expression in favor of conservatism in color and design is evidenced in the following: "The general trend in fancy papers at the present time is toward specialized styles in designing. Whereas last year anything flashy and modernistic would become popular on sight, the tendency nowadays is toward certain styles in designing, such as polka dots, plaids, etc. Then again the colorings play an important part. The brilliant array of colors which attracted the eye in

past seasons have given way to the finer and more delicate shades in blending harmony. The present tendency in styles in their delicate attractive colorings lend much more to the artistic development on all styles of fancy papers."

"We find that the following colors and combinations of colors seem to be the most popular," writes one manufacturer. "Red; gold, red and green; gold and black; gold and cerise; cerise; red and green. These six color combinations have been our most popular sellers."

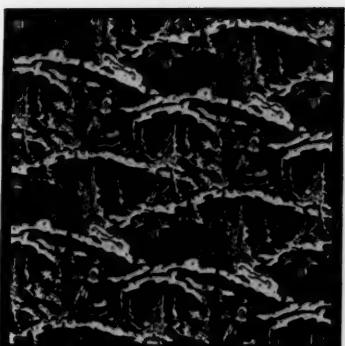
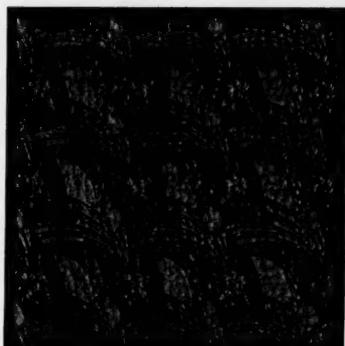
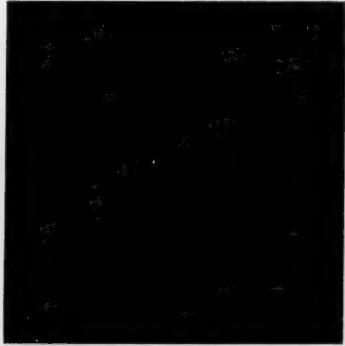
"I have noted," says another, "that the very brilliantly colored multi-color papers do not seem to be used as much as last year and the emphasis seems to be more on refinement and taste in design and coloring. We believe that smartness, style and an accurate interpretation of the modern school of design is the important thing in box covering papers. There has been a startling change in the style of women's dress in the last year or so and if this is an indication of a psychological change it may have an effect on the design and coloring preferred on modern box coverings. This may sound a little far-fetched but I think there is something in it."

THREE seems to be a growing taste for metallic effects. This in turn is stimulated by the trend toward modernistic designs in all kinds of merchandise, to which the neutral silvers and golds readily lend themselves. Metallic papers are nothing new, but metal ones are; that is, those papers made of a thin sheet of metal surfaced to paper. Embossing the metal with rich patterns and also lacquering it in gay colors adds to its beauty and suitability for fine boxes. Silver, gold, red, blue and green express the order in which the preference runs. These hues are asked for in solids rather than in multi-colored effects as the embossings ranging from intricate floral patterns to plain silk-like designs furnish all the decorative effect that is needed.

A manufacturer of gold and silver coated papers writes: "The trend in the selection of paper to be used on the modern package seems to be toward products which have durability and wearing qualities as well as decorativeness. Gold and silver paper is being used not only for trimming purposes but is being converted into box wraps. Many large concerns see the value of their use as applied to the graphic arts and are having their own designs printed in brilliant colors on gold or silver papers."

In conclusion, while it may appear that some of the opinions expressed in this article are at variance with each other, they represent impressions formed from the individual experiences of the different companies represented and are based, to no small extent, on the demands of customers, coupled with the close observation of the general trend in style, color and design that appears in evidence elsewhere. It should not be inferred from this that creation of styles and designs are governed solely by demands of customers. There is ample evidence that in many cases originations are initiated by manufacturers and are successful in their acceptance by purchasers.

Christmas Papers Are Gay and Colorful



6 Cactus plants in gold pots are a new note in design on this black paper. By Beekman Card and Paper Co.

7 Christmas trees in black, gold and red on a white background. By Royal Card and Paper Co.

8 The star and comet motif in gold on a blue, green and red background. By C. R. Whiting Co., Inc.

9 Christmas scenes in natural colors on a black background. By National Art Co.

10 A modern version of the candle and tree motif in red and green. By Hampden Glazed Paper and Card Company.

The Holiday Note in Candy Packages



THE evolution of containers for candy during the last thirty years, from the time of the paper bag or folding box of 1900 to the beautiful set-up boxes of 1930, has been gradual. But today it is possible for the public to buy candy in really artistic packages, quite in keeping with the delightful confections which these packages contain. As a result of the greatly increased manufacturing efficiency, the more artistic and elaborate packages of 1930 offer even better candy values than did the simple containers of 1900. In other words, as the confectioner has progressed he has put back into his product and container the savings he has effected in manufacturing and, of course, the larger and more efficient the manufacturer, the greater value he is able to put into his product.

During such holiday periods as Valentine, Easter and Christmas, it has become the custom to bring the holiday note into the packages. This is a logical development for it simply surrounds the package with a timely atmosphere suggestive of the holiday and assures the purchaser, particularly at Christmas time, that among other gifts usually wrapped so painstakingly at home, his gift of candy will not look out of place.

Probably the first attempt at holiday packaging was a box covered with holly paper. The weakness of this scheme was that the package had no tie-up with other regular packages which customers were accustomed to buying the other 364 days of the year. Inasmuch as individuals have definite tastes in assortments, such as all nuts, nuts and fruits, or hard and chewy centers, it is obviously good sales judgment to so design the holiday container that the customer is able to recognize his favorite assortment. The problem, therefore, is to add the holiday note without destroying the identity of the package. This is accomplished in various ways. Sometimes it is merely a case of changing the color scheme, for instance, taking a regular package which may be pink in color and using white paper with red imprinting and red ribbons to give the Christmas atmosphere.

Another method which has been evolved for 1930 is that of wrapping the regular package with red transparent cellulose. This, of course, can be done only on certain types of packages where the color in the wrapping does not clash with the colors in the design. In making

Adding Artistic and Suggestive Atmosphere to Confectionery Containers, without Destroying Identity, Is Recommended for Seasonal Trade

By D. M. FREEMAN
Vice-President F. H. Roberts Co.

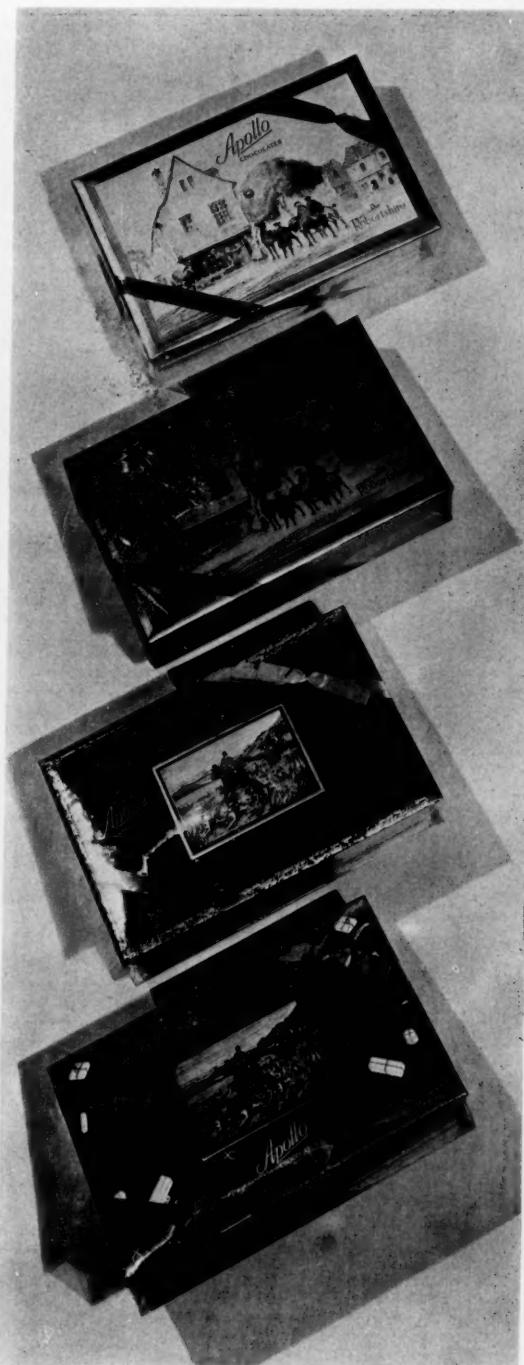
use of this idea it must be borne in mind that under the red color, white and pink become red; green becomes brown; yellow takes on an orange hue and so on through the range of colors and their complements. Another method which is effective is to have a cut-out card placed on top of the container which allows the characteristic part of the regular design to show through. In this case the card itself carries a suggestion of the holiday in its design.

IT is also possible to change the design or rather, the costumes and settings in the design, to a holiday atmosphere as illustrated on one of the packages shown. The regular design in this case is worked out with Alice-blue and tea-rose gowns and the background is very obviously a summer setting. To keep the identity of the design and yet bring in the holiday spirit the figures are clothed in winter raiment typical of the period and the colors used for the cloaks are shades of red and green.

In addition to the regular line of candy retailing for one dollar a pound and up, there is also a place in everyone's line for some really expensive containers having a definite utility value after the candy has been eaten. Among the most popular items in this class are sewing baskets, boxes suitable for jewel cases, bridge sets and book covers. These elaborate containers retail from as little as five dollars and on up to ten and even twenty-five dollars.

The governing idea behind holiday packages should be to give the public their favorite everyday package to which an inexpensive but artistic Christmas note has been added. If this is done candy sales can well be counted on to hold up against all the other lines of gifts, with which they are more in competition at holiday seasons than at any other time during the year.

The box shown at the top of the panel on the opposite page is an excellent example of the type of gift box that serves a useful purpose long after the gift candy has been eaten. It acts as a constant reminder both of the giver and the quality of the gift. The same is true of the leather book cover shown below it which contains a box of candy. The two lower packages as well as those in the panel at the right show how Christmas atmosphere is added to familiar packages.



Packages in



The Merrimac Partiset consists of a luncheon set in green paper. The box is of lavender decorated in purple and was made for the Merrimac Chemical Co. of Boston, Mass., by Perry, Shepherd Co., of Cambridge, Mass. ¶The Modernique cigarette box and display is developed in a wide range of bright colors. Sold by Batt Brothers of N. Y. ¶The carton and label on the "Yes" paste package are decorated in orange, green, black and white. Sold by Gane Brothers and Lane of Chicago, Ill. ¶The carton containing Maytime waxed paper is decorated in light green, white and black. Sold by Hamersley Mfg. Co. of Garfield, N. J. ¶A striking carton in black, red and white is used to contain the red and black beetle and bakelite case for a new razor. Sold by the Archdale Co., Inc., of New York. ¶Three new cosmetic items are labeled in cream and shading tones of rose with green lettering. Manufactured by A. S. Hinds Co., Bloomfield, N. J.

the Spotlight



A green carton printed in blue and gold is being used in marketing selected mushrooms. Carton by Gardner and Harvey. Cooked potatoes are a new addition to the long list of canned vegetables. The label is in white with blue lettering. The can containing aluminum bronze powder is finished in silver and printed in black. An oval box covered with a juvenile paper contains ten colored paper cigarette holders and retails for ten cents. A set-up box covered with a juvenile paper contains a mouth wash and tooth paste labeled in brown and tan. Manufactured by L. D. Caulk Co. An attractive carton decorated in blue and floral tones is used for a cucumber cream manufactured by La Pompadour, Inc. A new cigarette box used by Lickter's of Hollywood is decorated in tan and white. A set of jacks and a rubber ball are enclosed in a shell carton and covered with transparent cellulose.

Social Packaging Widens Its Sphere

Use of Containers Which Cultivate Good-Will by Gesture of Generosity Affords Effective Means of Raising the Average Unit of Retail Sale

By WALDON FAWCETT

TWISTING an old expression, one may say: Many gift packagers are so busy looking at the Christmas trees of conventional "dressing" for holidays that they cannot see the forest of opportunity in presentation packaging. It is meant as no slight to the art of parceling for Christmas to suggest that this profitable specialization should not be allowed to obscure the even richer potentiality for profit that looms just behind it. If Christmas catering were not already securely entrenched as an institution it would be placed on a proud pedestal by Uncle Sam's recent statistics which show that the yule-tide more than doubles the demand for gift packages and far surpasses all other holidays in this incentive.

With all honor to Christmas as the one most powerful influence for gift package buying, the fact remains that packagers with vision may find, beyond the good-will festival, an even wider horizon. For all its brave record in turnover, Christmas packaging is, after all, "gift packaging" reduced to the rather narrow confines of a set occasion and a limited term. The Christmas trade rolls up its enormous receipts for resourceful packagers simply because of the universal consumer—acceptance rather than because of any element of elasticity. What is now being hailed by the far-sighted few is a more prolonged "occasion" for gift package distribution. The beauty of the new extension is that its force of demand may operate concurrently with the Christmas push. Or, for that matter, with any other holiday or anniversary element.

"Social packaging" is the designation which has been tentatively given to this new conception of a superstructure of gift packaging. In all its ramifications this creative development is not easy to define. By and large, though, social packaging, as distinguished from holiday-packaging or anniversary-packaging, refers to all the various and sundry species of package service which aim to express gratitude, appreciation, acknowledgment of social courtesies extended, etc., rather than the remembrance element which is dominant in straight holiday packaging. Confessedly, there is no sharp line of distinction between social packaging and what we have always known as gift packaging. The two merge or overlap at many points of contact. The news is in the manner in which social packaging is suddenly rising to a prominence all its own.

ONCE rooted, social packaging is almost certainly here to stay. Because it has utilitarian considera-

tions even more valuable than Christmas or other holiday packaging. It is quite true that the box of candy, the art package of perfumery, specially wrapped books and other flattery-packages, are a godsend to thousands who at Christmas and Easter desire to transmit the touch of sentiment without too much expense. But, far more acute and more baffling, if the victims had only stopped to realize it, has been the problem of the persons who have had need of unusual and graceful means of saying "Thank you" for all manner of social obligations.

To an abrupt realization of the possibilities of the special package as a tangible tender of gratitude is due the new-found dignity of social packaging as a separate entity. The pioneer exploiters, within the trade, of this new version of "occasional" packaging may imagine that the credit is all theirs. But, not to hurt their feelings, it may be whispered that the public was taking matters into its own hands and making "acknowledgment packages" out of suitable standard candidates before any of the new generation of hand-clasp, bow-and-curtsy packages made their appearance on the counters.

The unfolding of opportunity—yea, perpetual opportunity for the polite and mannerly social service package—is bound up with the entire history of the latter-day social development here in America. No need to dilate on the growth and gathering complexity of social intercourse. As flashes in the picture one has only to note the nursing of the social aspects of golf and bridge, the development of the "week-end" visit as a social institution, the house-party sequel to the motoring era, the vast increase in the number of persons who annually or oftener make ceremonial departures for Europe or on special cruises. The consequence of all this is a wider circle of acquaintances for the average citizen, more invitations per capita, more touch-and-go visiting. All of which, as we must see, makes need for a more flexible currency for paying minor social debts or extending social compliments.

SOCIAL packaging, as has been observed, may be said to have started with the drafting to the social purpose of standard packages that, in form or contents, were appropriate to the social atmosphere. Lately, however, we have emerged into an era where social packaging is receiving special attention as a complement of gift packaging. As yet the evolution of this subdivision of gift packaging is in its early stages. The outstanding example, perhaps, is the "bridge package"—the symbolic

container for cosmetics, or what not, which is designed to serve either as a prize for the winner at contract or auction bridge or as a favor for each guest at a bridge party. In the bridge package technique there is, however, little or nothing of the personal-acknowledgment function which is destined, perhaps, to prove the mainstay of the new art.

Another rooted example of the social package—one that illustrates the essential relationship to the older school of "occasional" packaging—is the bon voyage package. The "steamer package" that the out-going voyager finds in his stateroom is, in nine cases out of ten, not the parting gift of some intimate, life-long friend but rather the tangible token of the good wishes of an acquaintance who thus tactfully and not too seriously testifies to a sense of social obligation. The presence of just this spirit among purchasers of bon-voyage packages is attested by the exceptional success of the packers who have put out packages touched with a whimsical, humorous reference to the traditional terrors of the sea.

From the hard, practical standpoint of the packager, the social package has much to commend it over the narrowly-gauged holiday or anniversary package. There is for the former no such tidal wave of demand as sweeps the Christmas package to heights of consumption in December. But, on the other hand, there is a steady sale all through the year that should be capable of considerable expansion as the social practitioners take, more and more, to gift-giving instead of laboring over congratulatory telegrams and "bread-and-butter letters." This perennial quality carries with it a longer tenure of package design. The for-Christmas-only package must be retired, if unsold, by January. Or must at least be stripped of its festal trappings and redressed for everyday life. The social package, on the contrary, is good until used, albeit the compulsion for novelty may prescribe redesigning at intervals.

A possible phase of social packaging which, thus far, has been little developed, save in the case of the bon-voyage, is provision of the package which bespeaks a set social purpose. Perhaps the day may come when it will be worth while, in terms of net profit, to provide a package that will say to a hostess in specific, concrete terms, rather than by general insinuation, that her hospitality has been appreciated. The trade has seen, these past few years, the gathering vogue of the birthday package, the gift unit for the new baby, and other special and particular "occasional" package forms. The list may well be extended to include, say, the post-vacation package which is calculated to help sales at the very time that other package lines might be subnormal.

Marketing experts, who have faith in the future of social packaging, tell me that to insure success with this technique the packer will needs be constantly alert for new fashions, fads, or fancies that may operate to create an opening for special packages. They illustrate their point by citing the success of the packagers who were first to recognize the package compensations in bridge. Likewise, the rewards of the special packagers who were first to foresee the spread of the cigarette habit among women

and the anti-Prohibition reactions of many men. Yet another demonstration of the value of eternal deference to timeliness and novelty in social packaging is the current rise to favor of the "personalized" gift package. Extra shekels have come to the coffers of the gift packagers who were tipped on the trend in time to equip early for the initialing, monogramming, and name-imprinting of presentation packages.

AN unheralded and undiscounted development in the field of business is doing as much as anything afoot in the sphere of society to enlarge the domain of social or semi-social packaging. This contribution is nothing other than the latter-day glorification of what is commonly known as good-will advertising or remembrance advertising. In the old days, we spoke of this species of publicity as the distribution of advertising novelties. The media were modest enough. Paper fans, book marks, score cards, boxes of safety matches, etc., sufficed for tokens which were almost invariably distributed at first hand by the donor and usually unboxed.

The past few years has witnessed a revolution rich in portent for packagers. First came the gradual change in the class of firms that make most extensive use of friend-making mementoes. Instead of leaving the dissemination of novelties to small retailers, etc., men of affairs began to adapt the instrumentality to their own ends. Bankers, insurance companies, public utility corporations and all classes of high-grade service interests have turned to good-will gifts, and are building traditions of annual or seasonable distribution.

With the elevation in the business, professional and social scale of the givers and takers of good-will souvenirs, has come a corresponding elaboration of the gifts. Instead of the inexpensive conceits of yesterday we have today a brave array of mechanical pens and pencils, paper weights, compacts, automatic pocket lighters, cigar and cigarette cases, leather-bound diaries, desk sets, mesh bags, costume jewelry, razor sets, boxes of golf balls, and other novelties of permanent utilitarian value. Finally, as the logical sequel to this advance in the value of the gift units has come unit packing. At first the packaging was primarily protective. Even that was an opportunity for package outfitting. Latterly, the packaging has been made a part of the plot to cultivate good-will by a gesture of generosity. Here, behold genuine opportunity—an almost endless vista of opportunity for the packagers.

ENTHUSIASTS declare that the whole category of good-will tokening needs special packages to emphasize its purport and purpose. To begin with, there is the assumption that the better the case, the more valuable the contents. An expensive good-will spreader is the more certain to be appraised at its true value if it arrives in an impressive enclosure. But, in addition to that, the receptacle for the good-will offering may play an interpretative role. In other words, the cover may give the key or the clue to what is within. Finally, since the de luxe novelty must not bear its advertising too ob-

trusively, it is a positive advantage to have a container or package form which reiterates and emphasizes the trade name or trade mark of the advertiser.

There can be no question but what the color craze has contributed its bit to the extension of social packaging. Following the development, on the part of many persons, of an active "color consciousness" has come an enlarged "package sensitiveness." Packages, instead of being esteemed only for their utilitarian capabilities as commodity carriers, are respected for their decorative value. Gift packages in color to match a boudoir, a bathroom, or a motor car are accorded prominent places and remain in the foreground much longer than packages less studiously harmonious. Just because of the color complex that exists in social packaging and gift packaging, all packagers who participate are well advised to watch carefully the progress of a new movement that is but just gathering headway.

The project, which may eventually make deep impress upon packaging for social purposes, is known as "color correlation" or "color coordination." The purpose is to cure the color chaos that has, these past few years, disturbed the equilibrium of fashion. This is to be accomplished by a gentlemen's agreement or round-robin compact on the part of the principal producers of textiles, apparels, etc. (and the distributors of same), to concentrate each season on certain selected colors. All the while there is vigorously disclaimed any intention to autocratically dictate or restrict indulgence in color taste. The field is left open to color individualists to be as freakish or distinctive as they please. All that the new concept of color cooperation attempts is to beget unison of action on the part of those producers, merchants and consumers who believe it is for the best interests of all concerned to control the color riot which has raged for some years past.

If the latest program were just another attempt to "simplify" or "standardize" color it would not be too sure of success. Fate has not been uniformly kind to the plots to ration and regulate color in merchandise. But the chances of the current venture are helped by the fact, first, that the scope is restricted to color in dress, and, second, that it has a constructive objective, viz., to enable milady to perfect the color ensemble of her costumes by securing hats, shoes and accessories "to match" the main garment. What has all this to do with gift packaging, or packaging of any kind? Not much, perhaps, at the present stage. But it is a fair guess that if color coordination succeeds (through concert of action by leading trade associations) in winning acceptance for, say, ten dominant colors each season, packagers will find it advantageous to key their package raiment to the colors that have an assured vogue.

Finally, among the factors that are driving "ceremonial packaging" to the fore, we find the circumstance that presentation packaging is being relied upon by not a few optimists to save them from the terrors of the trading-down trend in package merchandising. It is all too obvious that among marketers as a whole, the one most

worrisome problem of the hour is the shrinking unit of retail sale. Not a few distributors who, not so long ago, hailed the advent of the 10-cent package as a boon that would add to turnover are now damning the 5-and-10-cent units for their part in corrupting public taste and encouraging uneconomic extremes in hand-to-mouth buying.

In the dilemma that demands an effective means of raising the average unit of retail sale, the gift package or art package is hailed as at least a partial savior. The theory—and, admittedly, it sounds plausible—is that no purchaser who is buying a package for a social rite will be susceptible to the small and cheap. On the contrary, the social package is, for the most part, automatically lifted above price competition. Consequently it follows that by whatever proportion a packager may increase his quota of sales of social packages by that measure does he compensate in profits for the narrow margins which trade rivalry may always compel him to accept on the popular-price packages for ten-cent counters and bargain-basements. By and large, social packaging will have achieved when it places gift-packaging on a 365-days-a-year schedule.

Book Covers in a Package

AJUSTABLE book covers of heavy Cellophane have been placed on the market recently in an attractive package. These covers are transparent and are intended to protect the bindings of valuable books and at the same time permit full visibility of colors and tooling.

The package contains four covers. These are placed on a stiff board and covered with a sheet of bright colored



Transparent book covers in transparent packages

velour paper which is printed with directions for use and the address of the manufacturer. An outside wrapping of Cellophane is sealed with a gold seal on the reverse of the package. Manufactured by Chez Lougee Giftwares Studios, Haverhill, Mass.

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**TRIANGLE
INK & COLOR
COMPANY, Inc
26 FRONT ST.
BROOKLYN, NY.**

Triangle Printing Inks are best for your package work because they are mixed expressly for your work with a complete knowledge and consideration of the type of board, the nature of your artist's conception and the conditions under which they will be used. No ink not so matched will ever give perfect reproduction. Specify Triangle Inks to your box manufacturer or carton maker on your next order and secure the benefits of Triangle cooperation.

TRIANGLE INK & COLOR COMPANY, INC.

26 FRONT ST., BROOKLYN, N. Y.

231 CONGRESS ST., BOSTON, MASS.

13 SOUTH 3rd ST., ST. LOUIS, MO.

The Inks used on this insert are

TRIANGLE PEACOCK BLUE B No. 6970

TRIANGLE DULL BLACK BK No. 822K

TRIANGLE PINK R No. 6971

Styled Packages for Styled Products



Photograph by E. H. Rehnquist

EVERY manufacturer is faced at this time of the year with the problem of securing for the products he manufactures a place in the show windows and on the counters of the retail stores during the holiday season. This is true even of manufacturers whose products do not usually fall in the category of gift merchandise. It has been demonstrated that even utilitarian articles will be purchased as Christmas gifts if they are presented in a manner suitable for the holiday season.

One of the first steps toward securing display for a product is to give it the necessary style appeal. In former years the word *style* was applied only to women's fashions and a few other related items but with the increase of competition in other lines of merchandise, styling has become an important phase of their manufacture.

The Pioneer Suspender Company of Philadelphia, Pa., realized some time ago that even a line of men's garters, belts and suspenders could be styled and brought up to date. A general revision of the entire line was accomplished and then the problem of merchandising the line was approached.

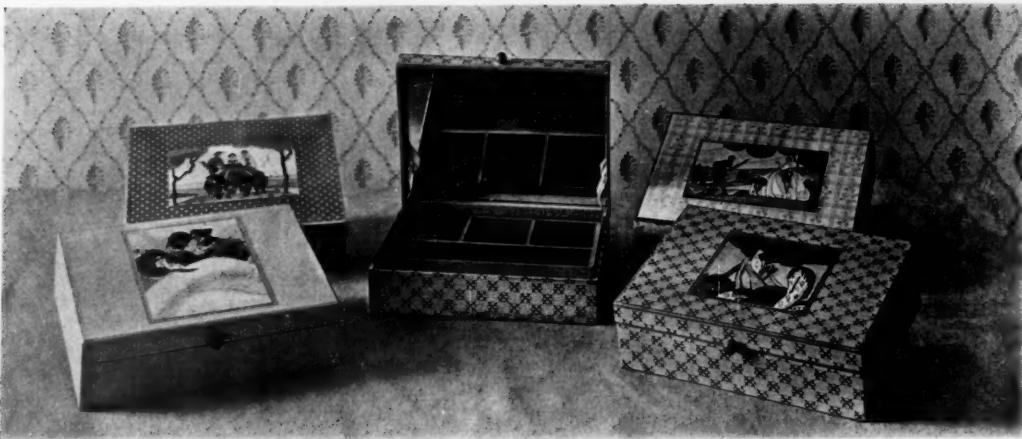
Statistics have been compiled that prove that over seventy per cent of this type of merchandise is purchased by women. This is particularly true during the holiday season. Therefore the problem became one of designing containers that would appeal to the woman purchaser and at the same time be suitable for the articles contained and the masculine trade.

The packages shown in the accompanying illustration are a few of those used by this company for displaying gift merchandise. Each one is in perfect harmony with the product contained and possesses a distinctive style note. Some of them are developed in jewel-like colorings—colors usually believed to possess the greatest power in attracting the attention of the masculine market—deep oranges, reds and black in combination with embossings of gold or silver. Others are developed in gold and silver papers, both embossed and plain.

The package shown at the upper left is covered on the sides with an embossed paper in hammered silver effect. The top is in a brighter silver and bears a reproduction of a Clipper ship under full sail. It is thoroughly masculine in mood and at the same time possesses those elements of beauty so necessary in appealing to the feminine purchaser.

The center package is developed in both gold and silver paper. The base is covered in black. The top is removable and a drawer is included in the lower portion. It presents a sturdy and attractive appearance and suggests the quality of the contents.

The other packages shown are equally attractive and assure for this merchandise the display space necessary to obtain the favor of the buying public during the holiday season. All of them are representative of the careful attention to style and detail given by this company to both its products and its packages.



Trinket and make-up boxes in the Colonial manner

A Package Theory That Proved Practical

Durable Utility Containers Which Express Beauty and Atmosphere Have Been Found Most Acceptable for Household Decoration

By HARTNELL VAN RUYPEN

THE practical solution of a theory or problem usually carries with it a background that is interesting and often defines or suggests the reasons why the success of that endeavor has been reached. In the plan pursued by the Perry-Shepherd Company of Cambridge, Mass., in its production of papercraft products, there lies an interesting story. J. V. R. Shepherd and W. H. Perry chose as their major subjects in their under-graduate days, chemistry and economics, respectively. Each one had a desire as well to learn about the history of art and was able to take several courses in this subject which have been useful to them in the work they are now doing. Having analyzed the field of packaging in a studious and critical manner, it became apparent that there existed a certain psychological relationship, which had not been realized, between the commodity and its container environment.

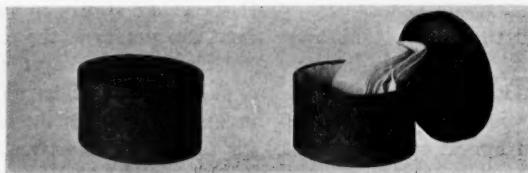
We are not concerned here with the reasons for this except to state a transition has taken place recently in modern merchandising. Theoretically at the beginning of this research and now they hold that a good commodity in a

properly styled package creates more consumer appeal and acceptance than one whose ingenious producers have cleverly conceived only to send it on to Broadway in its underwear. This theory seemed to be a logical one to many to whom it was told and for whom the company has been able to show very gratifying results. Naturally some were skeptical and had to be shown.

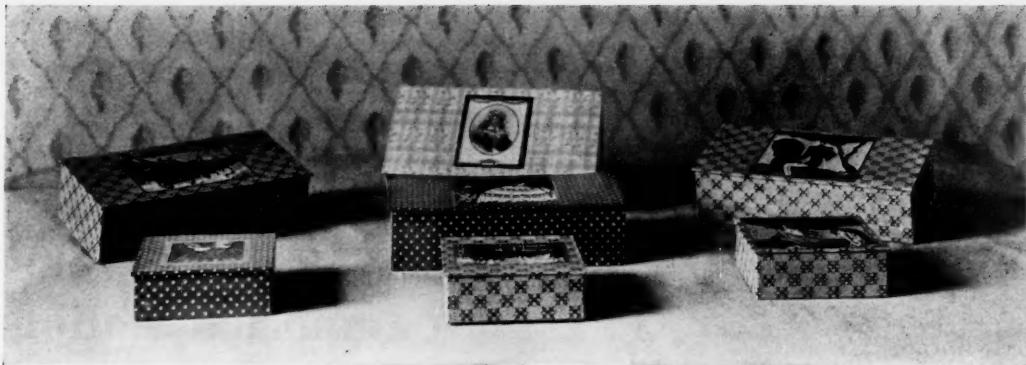
At the time this theory was gaining ground Messrs. Perry and Shepherd agreed that something else had been bothering them. It was their desire to express their own ideas or emotions in a line of packages to sell in the open market either as containers for other manufacturers' commodities or if necessary as commodities themselves. They were convinced that good-looking boxes could be sold empty to the public. Having entered the field as an entirely new competitor for Mr. Consumer's dollar they were able to induce a great

many of these dollars their way, and have thus substantiated their theory.

Putting art into boxes is most difficult. There exist but few smattering traditional box designs from which to work, and these are mostly oriental in origin.



A round box for the storage of service or dinner plates



Simplicity and quaintness of design makes these boxes suitable for Colonial interiors

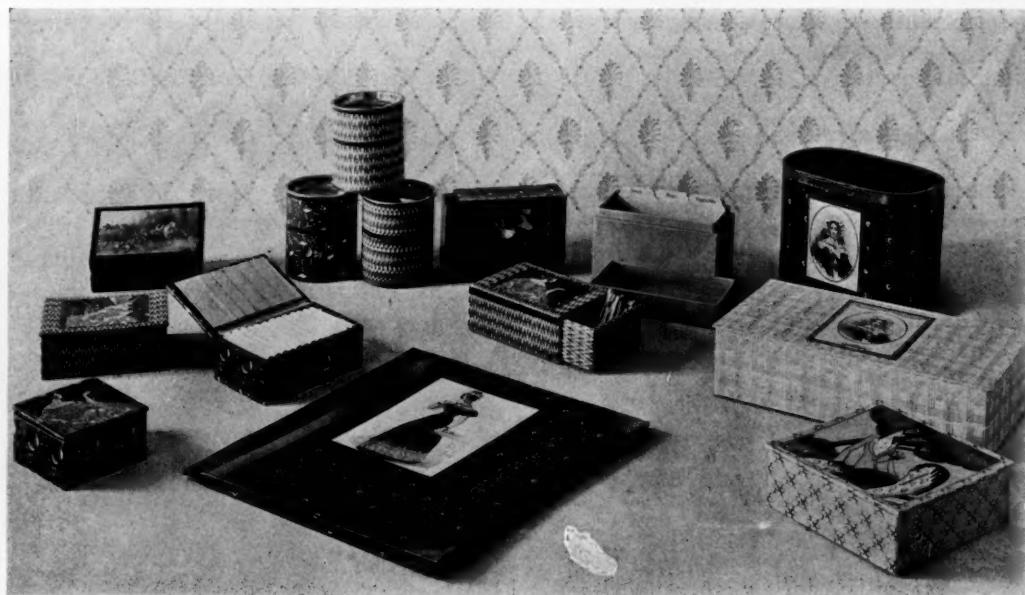
and are not appealing to the American market in a cosmopolitan way. A resumé of the various fields of ancient architecture, the many European schools of sculpturing and painting failed to exactly fill their purpose. Architectural shapes were not adaptable to production on modern machines, and they do not lend themselves in a general way to package design. The various characteristics of the old schools of art find expression, of course, in some package designing but present no suggestion for package shapes.

Finally they adopted the Colonial period as a starting point. Here was a truly American thing. Its quaintness and simplicity of design has a charm that is perennial. So they have created a group of boxes—some of which are shown in the accompanying illustrations.

There is more behind this line than the determination to prove a theory. There is an ideal—a desire, if you will—to renew the ideals and the methods of the famous old craftsmen of Colonial days. It is a longing to create a product of present-day concepts with at least some of the passionate devotion and precision possessed by

those of by-gone days. If one can combine beauty of art with present-day production and distribution methods, and if one can derive as much gratification from the conception of that which is artistic as from the remuneration it brings, then here is something truly worth while.

ART in industry is the vogue of today and administered in its proper relationship to economical production it places the manufacturer in an enviable position within his competitive field. These boxes have been conceived primarily as beautiful accessories of interior decoration. To be acceptable for market they must first of all pass the requirements of their makers. Each one must have a definite utility value in the home. It must, of course, be most durable not only from the point of view of friction wear it will receive in the home but must be assembled to withstand atmospheric conditions. It must stand up equally well under New England summers and its correspondingly severe winters, under the humidity of a (*Concluded on page 88*)



Boxes for almost every purpose—each one an example of unusual charm



Fig. 1. Italian and French papers in unusual containers

THE fine art of styling in packaging finds expression in some interesting examples of imported stationery from the Old World. The specimens shown in the accompanying illustrations are a selection possessing an artistic quality that is alluring in form and color, and will carry over the holiday season of 1930-31. The packaging of writing paper and envelopes of high quality calls for a careful study of many phases of utility, display and ornamental effects in box forms and color harmony of contents and container.

A bit of German ingenuity in packaging is exemplified in Fig. 2, upper left. This is not primarily a *foy*, but an ingenious arrangement for practical utility and artistic display. The container is colorfully decorated with realistic playtime scenes and the small compartments and drawers appeal to the child mind, inviting a frequent use of the contents, one phase of attractive packaging worthy of study.

The Japanese box shown in Fig. 2, center, appears to be conventional in form but is more a matter of material than format. The box covering and the contents, cards and envelopes, are of wood veneer paper, a native Japanese product. It consists of the thinnest possible wood veneer mounted on thin, strong paper and gives to the container an appearance of solidity which is impossible to produce with printed reproductions of wood. The color scheme is the natural color of the wood and the grain supplies an element of

design which results in a most harmonious ensemble.

The example from China (Fig. 2, right) at first glance appears to be an ordinary sort of boxing but closer examination reveals an interesting container arrangement. It is a combination box-book portfolio with attached tray compartment which makes a convenient disposal of the contents. This is a characteristically Chinese creation, and while it appears rather conventional in format, it is a curious example of colorful utility packaging. The box is of paper board with a paper covering in orange with fine gold flecks. Chinese characters in black with white and black borders make a somewhat exotic decorative scheme.

The Italian specimen, shown in Fig. 1, left, is a box of comparatively large proportions, substantially made. The decorative scheme is Roman, (*Concluded on page 86*)



Fig. 2. Stationery packages from Germany, Japan and China

Art and Utility in the Packaging of Imported Stationery

BY HARRISON ELLIOTT
Japan Paper Company

Applying Cerography to Containers

Colorful Plaques of Plastic Materials May Be Used to Obtain Interesting Effects in Decoration of Boxes and Packages

By GEORGE RICE

CEROGRAPHY, the art of making designs in plastic materials, is beginning to occupy a place in the container industry which is worth noticing. It consists in the designing and shaping of color cement and similar plastic substances into miniature tiles or plaques to be cemented, or pinned with rivets to the lids, sides, ends and fronts of containers which are intended to be highly ornamented and finished.

The plastic substances are worked while still soft, molded into small tiles, incised or cast with artistic forms and figures, colored according to the requirements of the decorations and are allowed to harden before attaching them to the surfaces of the containers. There are cerography shops

in France, several of which I visited while overseas with the Army, in which the craftsmen make beautifully engraved and colored plaques for the ornamentation of gift boxes. Distinctive tile work is made for certain merchandise containers, but when once the little casting molds are made, thousands of duplicates can be cast at a very small labor cost.

The base material of cement is purchased in bags, the same as is used for making concrete, except that it is finer in grade. The coloring materials are pigments which are purchased in powder form and mixed with water.

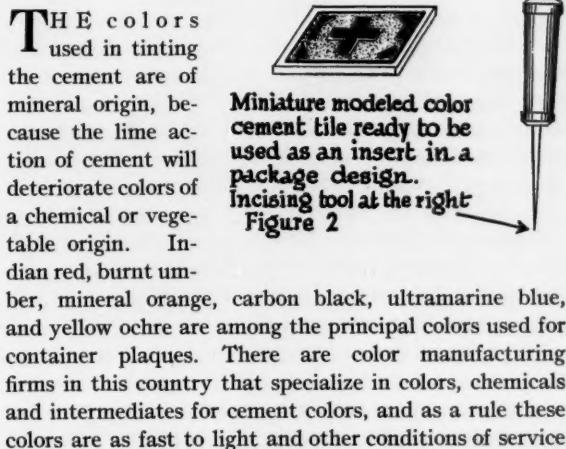
WHETHER the artistically ornamented little plaques are made in Europe or in the art craft shops of this country, the procedure is similar. Labor costs are higher here, but this is offset to some extent by the fact that there are no duty charges to be added to the domestic product. Portland cement is used in the white or the gray. This cement is naturally gray, but when refined it becomes white and then is called neat cement. The cerographers use the cement alone, mixing enough water with it to give it the proper consistency for pouring into a mold and retaining its cast form when removed from the mold and dried out. A casting mold is shown in Fig. 1 made with a smooth bottom of wood or

glass, on which side bars of wood or metal are held in place with putty or clay.

A plaster or a clay model is made. The plaster model is composed of plaster of Paris which, like the cement, is purchased in bags and is known as molding plaster. This is mixed with water and stirred with a paddle until it is hard to move the paddle through the mass. This mixture is then poured into the mold which has been prepared for casting the multiple number of cement plaques and allowed to harden slightly. Then the proposed design is incised into the still pliable plaster with an incising tool similar to that shown in Fig. 2.

Sometimes the design effect is procured without the aid of an engraving tool, by arranging pieces of glass or metal on the bottom of the mold before pouring the plaster into it.

These glass or metal forms can be angles, geometrical figures, flower motifs, or just plain mosaic effects. They are placed in order in the mold and held by means of a little cement on the back. These forms as well as the sides and all interior parts of the mold are greased to prevent the plaster sticking and then the plaster mixture itself is poured in. When this plaster cast hardens it can be removed from the mold to become the model for the casting of as many duplicates in cement as are required for the ornamentation of a consignment of containers. It is placed in the same casting mold, design side up, greased to prevent sticking, and the cement mixture is poured in upon it, and the new casting thus made is removed as soon as hard enough, so that the repeats can follow.



Miniature modeled color cement tile ready to be used as an insert in a package design. Incising tool at the right
Figure 2

as colors for any other purpose. The colors are mixed with water and added to the cement in quantities to obtain the desired strength of tone. Some of the small tiles are a solid color and others are variously hued and tinted. When the decorative work in the tile has to be colored one or more colors, and these colors are to be different from the color of the tile itself, the procedure is somewhat different.

For instance, when the cast tiles or plaques are removed from the mold referred to, they are one color, and the design lines are in relief. By pouring a cement mixture of another color from that of the tile itself into the spaces between these relief lines, an effect like that shown in the tile in Fig. 2 results. Or the cement tile in its original state can be used as a second model and the tiles cast from this will have its design lines in an incised form and the colored cement can be poured into these depressions and a design of another character will result. Thus various color and figure schemes can be worked up that will give smartness to the little box adornments.

THREE are several methods used to fix the diminutive tiles to the lids, and various other parts of containers. Sometimes they are simply glued or cemented on in relief, which causes them to stand out conspicuously, although they are likely to get knocked off more readily than if they were mortised in according to the method shown in Fig. 3. It is more expensive to sink the tiles into the material of which the container may be made, but the effect is smoother, and the tiles will be more firmly fixed. Some of the tiles which I saw were attached to boxes by means of almost invisible rivets. Of course only those containers in which the more expensive classes of merchandise are packed are adorned with cement tiles, owing to the cost as compared with the cost of painted or printed ornamentation. Still there are good opportunities for enhancing the sales value of jewelry, cigar, shaving outfit, handkerchief, and similar gift boxes by adding a few of these cement embellishments to their surfaces.

Parquetry in container design work is another aspect of the art of cerography, and consists mainly in the use of magnesite, rather than cement, in the formation of the box plaques. There is much of this material used in

building architecture and for bathroom floors and walls, because it is so hard, smooth and glossy. It looks well on a package when in the shape of a design or as a complete covering for a side or a top of a box, of miniature size, such as is used for small merchandise. Marble and other stone imitations are made in the form of plaquettes

and attached to the boxes the same as the cement plaques are put on. The brilliant white of these magnesite plaquettes makes any box attractive. The ingredients are calcined powdered magnesite, white talc and chloride of magnesia with water, mixed, and cast under nearly the same conditions as those for cement. It is best to purchase the magnesite mixture ready for use, for then the proportions of the ingredients will be correct.

This type of package decoration is particularly appropriate for packages designed to meet the demand for novelty gift containers during the holiday season. Ingenuity on the part of the package manufacturers will result in

novel effects and provide the manufacturer of novelty products with containers of unusual beauty and effectiveness.

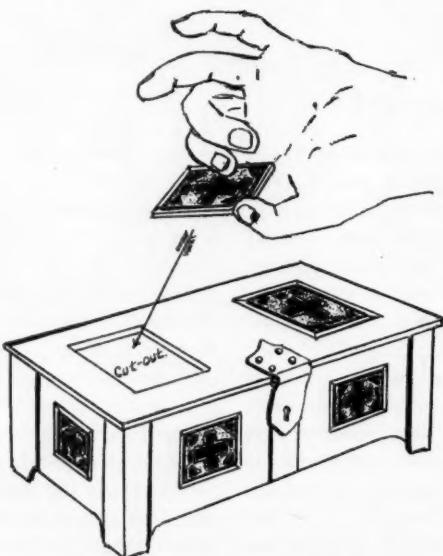


Figure 3
The miniature color cement tiles are firmly set into morticed places on the lids and the sides of the boxes

THE Department of Commerce has announced that in broadening its scope to include every possible item that can be marketed in package form, several new plans are on foot. The coin-operated machine industry of America is now focusing attention on the possibility of dry ice and refrigeration equipment for vending perishable foods. The inclusion of this installation in vending machines would make possible the automatic dispensing of various dairy products, such as ice cream, milk, butter, etc., as well as perishable fruits which require cooling protection.

There is a rubber plating process that is expected to bring this about. In ice cream, it is said, sweating of the packages in the machine caused them to freeze to the metal parts in which the packages came in contact. This it is claimed may be avoided by the rubber plated method. The perfection of a fruit-vending machine soon to be put out is almost at hand, it is also announced. This would provide that apples, oranges, or other fruits might be sold through the slot machine.

A Display Completes the Ensemble

Design Motif and Text Employed in Billboard and Window Displays Is Repeated in Counter Display

COORDINATION of advertising media is becoming increasingly important. Manufacturers of packaged merchandise have learned that the attention value of their advertising can be greatly increased by a reflection of a design motif in all the various forms of advertising.

An interesting demonstration of this theory is a recent advertising campaign instituted by Liggett & Myers Tobacco Company in advertising Granger smoking tobacco.

The first step in this campaign was the preparation of a large poster for use on billboards. This poster carried a picture of a fisherman in natural colors displayed on a soft yellow background. The standard package used for Granger tobacco was given prominent display in the hands of the fisherman and his pleasure was quite evident from the expression on his face. The slogan, "Give me fish that bite and tobacco that don't," was shown against the yellow background and the name of the product was also shown in large letters. Simultaneously with the posting of this advertisement on billboards all over the country, a window display featuring the same design and worked as a cut-out was distributed to retail stores. This was the second step in leading the to-

bacco user to purchase this particular brand of tobacco.

THE third step was the use of a small counter display developed in the same colors and design. Dealers who featured the window display were also provided with these counter displays which held two packages of tobacco in such a manner that they were immediately accessible.

These displays were made of a good quality boxboard and were of a type that was easily set up for display purposes. In addition to providing an effective "tie-in" with other advertising media they greatly simplified the dealers' problem in displaying the product.

The packages employed for this product are most interesting. A deep, rich blue is used as a background for the tobacco leaf pictured in natural colors. The lettering is in gold on the blue background and white on the tobacco leaf. An outside wrapper of glassine paper protects the package during display and aids in keeping the product fresh.

The company reports that numerous letters from customers indicate that this advertising ensemble has been most effective.

The counter display was made by Forbes Lithograph Manufacturing Co., Boston, Massachusetts.



Making Containers Speak Quality

Jacobs Candy Company of New Orleans Relies on Packages to Build Consumer Preference in Domestic as Well as Export Markets

By R. A. SULLIVAN

THERE was a time when a manufacturer believed his job was finished after he had produced a commodity for the retail trade. He relied upon his reputation and would have been offended if told that a new type of package would increase his sales volume. What had he to do with boxes? He was not selling boxes. He was selling his product. Improved transportation, wider trading zones and shifting buying practices of the public have brought about marked changes in distribution, so that the alert manufacturer today is willing to give credit to the package he selects for increased business. He has discovered—sometimes at heavy cost—that the field for standardized packages is narrowing in the ratio that sales increase with the trend toward "visual appeal" of the package in which his product is sold.

Some products do not lend themselves to the constant shifting of container types, but wise merchandise managers study their markets carefully and are prepared to meet any demand for changes that may develop. In candy manufacture the range of package possibilities is unlimited, and this industry often leads the way through uncharted lanes which many lines follow.

R. R. Bartlett, general manager of the Jacobs Candy Co., New Orleans, La., has some interesting views on packaging with reference to candy. His views are based upon actual test and should interest not only candy manufacturers, but merchandisers in lines that rely upon packages for a large share of their business. His findings on the type of packages that help build his company's export trade, for example, should prove helpful to concerns interested in developing foreign business.

"Modern merchandising demands that the manufacturer follow his product through to its final sales outlet in the retail store, and demands that one must 'sell the eye before one sells the pocket,'" says Mr. Bartlett. "This is particularly true of candy. In the majority of cases candy is not bought deliberately but on impulse, and the outside container either reduces selling resistance, or makes the package a 'shelf warmer.'



Novel package that has won sales in domestic and export markets

The outside container often brands the quality of the contents. With this in mind, we are constantly endeavoring to have our packages speak for the quality represented in the Jacobs line."

In Mr. Bartlett's opinion, the packaged product, particularly candy, is the final step the manufacturer can take in following his product through to the consumer. Leading up to the package, the manufacturer has invested in advertising, in sales letters, in salesmen and in missionary workers in new territory. The appearance of the package is always emphasized in each form of advertising, either in newspapers, magazines, billboards, sales letters over the radio and all other media. All this is groundwork, a preparation for the actual appearance of the package on the retail merchant's shelf, showcase or display window. This is as far as he can go. The rest is up to the package itself. *It must create a desire for possession.*

"We were the first candy manufacturers to introduce in America wraps made of genuine gold leaf. The finest artistry and finish was demanded in this package to harmonize with the unusual quality of candy we packed in those boxes. Appetite appeal was strongly pictured in nuts and fruits, portrayed in natural colors. However, there are certain well-defined principles that are accepted in box building that bespeak the nature of the contents. For instance, chocolate mints are



Generosity of the giver is expressed in the use of gold on this package

usually packed in the long, narrow boxes, that the public has learned to associate with chocolate mints.

"Since the advent of transparent cellulose, colorful hard candies are packed in bags of that material for retail at popular prices. The strong appetite-appeal of the candy is emphasized by the candy showing through the glass-like finish of the wrapping. This is especially true in the summer, when people resort more to the soda fountain. The tart, colorful hard candies lend an atmosphere of modern merchandising to the retailer's store and get a good response when displayed at fountains and soft drink counters.

"The majority of candy wraps are designed and printed or lithographed in the United States. No better artists can be had in any other part of the world. We think of pretty girls, music and flowers in connection with candy, and in designing the wrap these ideas are kept in mind."

At this point it may be well to include a word or two on packaged commodities intended for export. When we approach this subject, we are on "ticklish" ground—as many a manufacturer has discovered to his cost. Such a simple matter as color in packages may break or make a commodity in foreign lands.

Would you sell candy in Central or South America? Put a picture of a pretty girl on your package.

Now, there are pretty girls and pretty girls. In America, we favor the trim, athletic girl featured on the covers of national magazines and in the movies. But your Central and South American senor likes 'em robust. And—this is important—*Los caballeros prefieren a las rubias*. Or, in English, gentlemen prefer blondes. It is an old Spanish custom.

"Most candy selling from \$1.50 a pound and up is bought for gifts, and the containers should suggest an extravagance that expresses generosity of the giver," Mr. Bartlett said. "The public constantly demands changes, and in changing the wraps we try to retain the identity of the old wrap by carrying out in the design some important part, or color, of the old wrap to reap the benefits on the following this particular box has acquired."

The Jacobs Candy Co. carries out these changes at intervals in all its lines, regardless of where the candy is to be sold. The concession is made, however, in packages intended for Central and South America that the predominating color shall be red—and that plump blonde girls shall be depicted on the package.

Boxes intended for sale in Europe, according to a New Orleans freight forwarder, find buyers more readily if modernistic art is featured on the package—clashing colors, arranged in jagged streaks seem to win favor abroad, he says.

Mr. Bartlett warns against the use of black or lavender in packages intended for distribution in South or Central America. "In South and Central America, and in the West Indies, black is the accepted color during the first mourning period," Mr. Bartlett pointed out. "This is followed by a second period of mourning in which lavender is used. Obviously, candy packages

in either of those colors will not find responsive markets in those countries.

"The use of gold is a dominant feature in any attractive box wrap and usually forms an important part of the background, while the picture or the appetite-appeal of nuts and fruits are interwoven in the gold ground work. The same exacting details are carried out in the interior where glassine liners or foil liners, colorful glassine cups or foil cups, watoline pads and separate trays make the finished box for Jacobs candies.

"Thus it may be seen that we carry out the suggestion of the generosity of the giver, not only in the outer physical appearance of the box but the inside of the box as well as the contents themselves. Our laboratories do not work a bit harder to perfect some new design or type of candy than our advertising department does in bringing out a new box. This is because we are aware of the changing buying habits of the public. We keep informed, not only in the United States, but also in foreign markets, where we have outlets for our candies. Our representatives in foreign countries keep us posted on coming events so that we may time special shipments to arrive at their destination for distribution at certain feast days and other nationally observed events. Our representatives in foreign lands advise us as to preferred colors and, following the policy of the successful showman, we 'give the public what it wants.'

"Shipments to the tropics—that is, Central and South America—involve the foiling of each piece of candy. Each piece of chocolate is wrapped in a different colored foil. This added protection in the sealed package insures delivery of its perishable contents in perfect condition. Special thought is given to the packing cases. Often consignments must be discharged from the steamer into lighters and taken ashore where they are loaded on burros for a long journey up steep mountain passes to the interior. Since the boxes are often subjected to rough handling from ship to lighters, where they may be wet with spray, they must be strongly constructed. They must also combine strength with lightness, too, both for economy in steamer freight rates, and for economy to the consignee who, in many Central American countries, is required to pay import duty based solely on the weight of the package, regardless of its contents.

"As an example of precautions we take to insure safety for our goods, we just sent a shipment of candies to Australia. The packages were first stored in tin-lined boxes and the shipping boxes were then sent to a welding shop where all the seams were welded. Such precautions are not always taken. In Cuba, for example, transportation facilities are as modern as in the United States. Merchandise intended for the interior of Cuba is loaded from wharf to railroad and whisked away to its destination. In many parts of the West Indies and Central and South America, however, the shipper is faced with difficult transportation problems. Those who are interested in developing the markets in the tropics will do well to gather all the information they can from the Bureau of (Concluded on page 84)



Stationery Packages That Increase Holiday Sales

NOVELTY gift packages of stationery are as much a part of the holiday season as holly and Christmas trees. Stationery is the ideal gift for the person who "has everything" or the friend whose taste in other types of merchandise is unknown to the giver. It is a useful gift and at the same time one that is suggestive of the holiday spirit and for that reason manufacturers of stationery products usually obtain a good measure of the holiday business.

Each year at this time we find manufacturers of stationery striving to evolve new and unusual containers. Competition is particularly strong in this field and packages are a strong factor in merchandising products of this character. It is the new and startlingly attractive package that attracts attention in the crowded retail stores.

The White and Wyckoff Mfg. Co., of Holyoke, Mass., produces an extensive line of stationery items packaged especially for the holiday trade. The packages used, a few of which are illustrated on this page, are the result of careful advance planning and forethought. A wide variety of packages developed in dif-



ferent types of decoration is used by this company in order to attract attention to the various types of stationery produced.

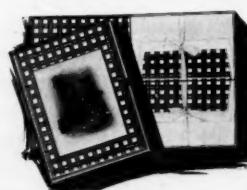
Some of the packages are developed in a thoroughly modern form of decoration. The paper contained in these is also in keeping with the modern tempo. Brilliant colors and new deco-



rative effects make these containers unusual and give them an entirely different appearance from the ordinary stationery package.

To please those of more conservative taste, the company has developed a large number of packages in a more formal manner and in quieter covers. These containers are intended to appeal to a large market as yet not in the mood to accept the more modern effects.

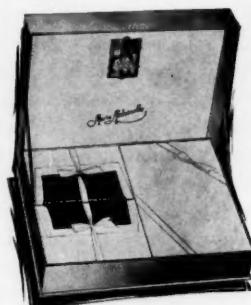
Cabinet boxes are also

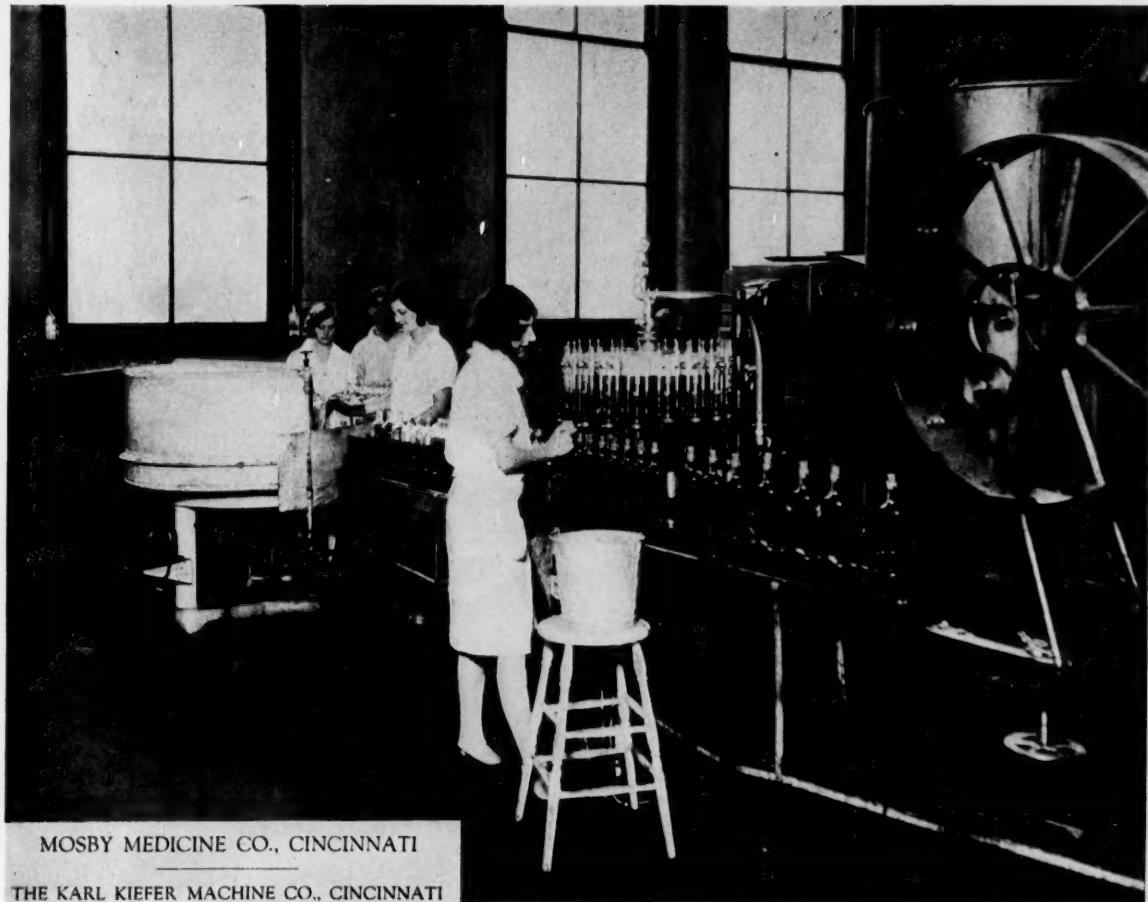


used. These are sturdy enough to serve other useful purposes when the stationery has been used. These retail at the same price as the other boxes.

One of the most interesting packages in this line, and incidentally one that enjoys great popularity during the holiday season, is the Ensemble Package. This package contains in addition to the stationery an illustrated calendar. The company spends many months in securing material for the illustrations used and the result obtained is very interesting and attractive.

Limited space prevents the inclusion of many of the attractive packages used by this company. They are all worthy of reproduction for they demonstrate the fact that novelty packages are particularly useful in obtaining a volume of sales during the holiday season.





MOSBY MEDICINE CO., CINCINNATI

THE KARL KIEFER MACHINE CO., CINCINNATI

Planned and Equipped by Kiefer Engineers

The Konjola plant of the Mosby Medicine Co., Cincinnati, is a model of modern production methods and equipment--the result of the work of Kiefer engineers cooperating with Konjola production men. Here you may see one of the two lines of Kiefer equipment--Bottle Rinsers, 18-stem Automatic Rotary Vacuum Filling Machines, Conveyors, etc., perfectly synchronized for high speed operation and lowest cost production.

Let Kiefer engineers help you in your finishing department as they have done in hundreds of plants throughout the country. Kiefer machines in some of their many models will fit your particular products, packages, plant conditions and capacity.

Investigate now. Let us show you what can be done in your plant.

The Karl Kiefer Machine Company

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

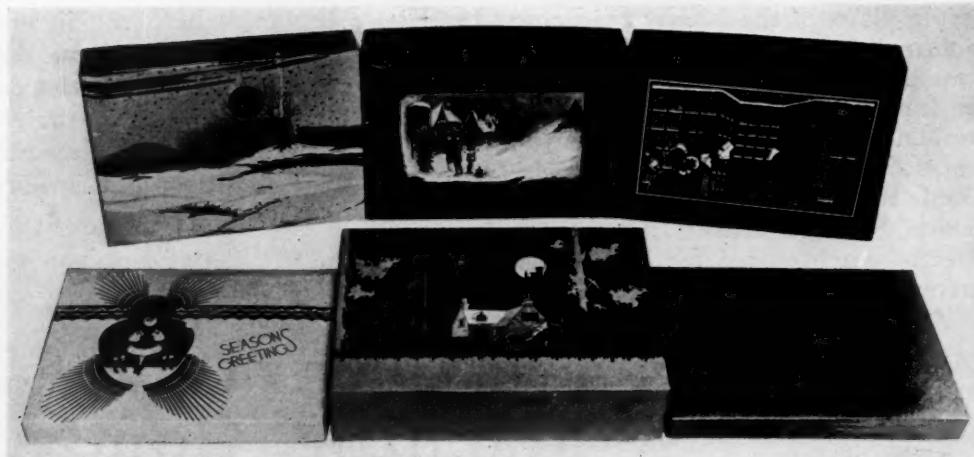
Novelty Boxes for Christmas Gifts



Courtesy, Reynolds Metal Company, Inc.

Photo by E. H. Rehnquist

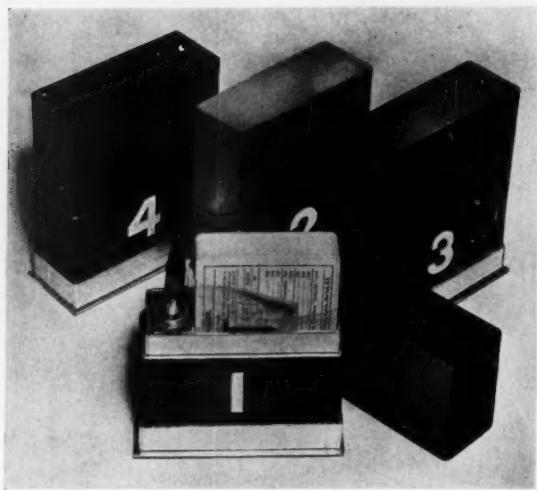
A definite holiday appeal is evident in the foil-covered cartons shown above. These cartons are made of chipboard, mounted with embossed metal foil carrying two-color (red and green) printed designs, suitable to the occasion. Used as containers for boxes of cigars—wrappers in effect—they add a seasonal note to merchandise of this sort while on display and may be removed when the goods are returned to the regular stock



Lithographed wraps suggest many possible variations of the Christmas theme and provide the box manufacturer with an attractive and inexpensive method of covering holiday packages. Those above on the larger boxes are by R. R. Heywood, Inc., those on the two smaller boxes by J. M. Kaupp & Son



August, 1930



Group of four boxes for playing cards and pencil, covered in different shades of velour and ornamented with silver numerals. Made by Baxter Paper Box Co.

Cooperative Buying Associations

A book which tells the story of the development and present status of retail cooperative associations in detail must of necessity include analytical studies of operating costs and economics as effected by such organizations in order that certain definite conclusions may be reached. In his recent book, "Cooperative Retail Buying Associations," (McGraw-Hill Book Co., Inc., New York) the author, Wilford L. White, has concerned himself with the solving of two main questions: To what extent do cooperative retail buying associations perform certain definite functions more economically than does the service wholesaler in the same field; and to what extent do they force other institutions, such as the manufacturer, the service wholesaler or the retail member to assume such performance and the accompanying expenses. The book will be of interest to those who are considering merchandise distribution.

THE use of paper bags as shipping containers has become extensive as they have certain desirable features, according to the Bureau of Standards. The most common type is the multiple-wall bag, composed of kraft paper made water-resistant by rosin sizing, and having a self-closing valve through which the material is introduced. This type of bag is in extensive use for cement and other similar materials. Its use has proved economical not only in respect to its cost but also as to breakage and protection of the contents.

There is considerable interest in the extension of the use of bags of this type to other materials which must have a high degree of protection from passage of moisture through the walls of the bags. Difficulties have been experienced with substances which absorb water readily, such as quicklime and sugar. In long shipments or in storage, quicklime absorbs sufficient moisture from the air to burst the bag through the swelling of lumps as to have its sales value considerably decreased. On the

other hand, in many chemical preparations and food products the avoidance of loss of moisture is desired. For these purposes the ordinary type of bag has proved unsatisfactory as it is not sufficiently impervious to air.

Tests of sheathing papers recently made by the bureau, indicate there are papers available which are sufficiently impervious to air and which have the other necessary qualifications for bag use, such as strength, flexibility, water resistance, and lack of odor. The test results of these papers are reported in the bureau Research Paper No. 85, A Study of Sheathing Papers. (Copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., for five cents each). Two of these papers appear to be particularly suitable. One, designated in the publication 2L, is made of three plies of oiled kraft paper cemented together with two layers of asphalt. The other, designated 8L, is made of two plies of kraft with an inner ply of zinc foil, all cemented together with asphalt. Paper of the latter type costs about twice as much as that of the type first mentioned, but is practically impervious to air.

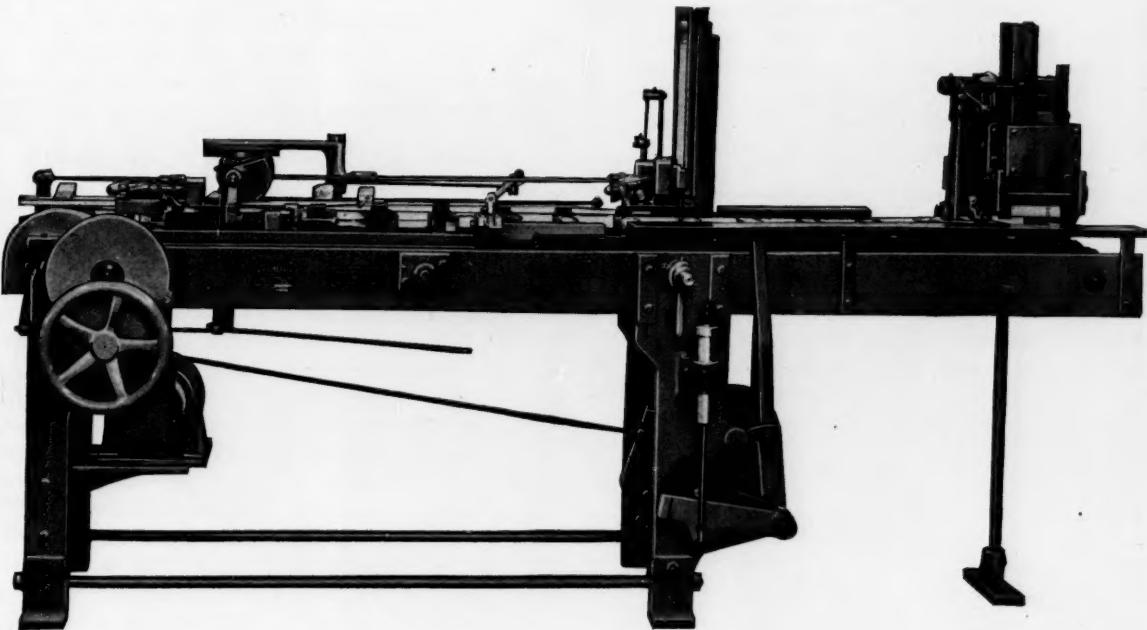
Other considerations of importance are strength and means of sealing the bags so as to have air-tight joints. Tests of the air-tightness of bags could be made by exposing bags filled with quicklime or other hygroscopic material, to a moisture-saturated atmosphere. For testing walls and ends an impervious container filled with hygroscopic material, and provided with an open end and means for fastening on a diaphragm of the material to be tested could be used. Change of weight per unit time would give the desired measurement rapidly. Strength could be determined by the "drop-test" which is commonly applied by dropping filled bags until they burst.



Etched and painted "Candidor Regent" cabinet made of African mahogany with silver hardware, which was presented by the E. J. M. Colby Co. of New York to Admiral Richard E. Byrd at the dinner given in his honor on June 30, 1930, by the New York Athletic Club

The Standardized CONSTANT MOTION CARTONER

Will carton your product at a speed of 50 to 150 per minute as may be desired. Circulars folded and inserted with loads.



THE CONSTANT MOTION CARTONER is so completely standardized that every part of it is made in numbers by mass production methods. Special designing, always costly in time and money has been eliminated. Specially designed repair parts, always expensive and usually hard to get, are never needed.

THE CONSTANT MOTION CARTONER does everything that the old intermittent type of cartoner does, at much greater speed and without noise, vibration or the rapid wear always characteristic of the old cartoner.

The time is here, or will soon be here, when it would pay you to discard your intermittent motion cartoner for

STANDARDIZED CONSTANT MOTION CARTONERS.

Never Before So Much Work With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

In our July advertisement in this Magazine the production speed of the Constant Motion Cartoner was given by mistake as 75 to 100 per minute. This should have read 50 to 150 per minute.

IT is with deep sorrow that we announce the death of Edward O. Tinsley, who was drowned while sailing on Long Island Sound on July 18. He was forty years of age, married and lived at Great Neck, Long Island. While with the Robert Gair Company as manager of the Division of Design, a position he had held for seventeen years, Mr. Tinsley invented several types of cartons and display containers which have met with wide acceptance. He was well known as an authority on folding paper boxes. While of a retiring nature, Mr. Tinsley possessed a happy and most pleasing personality and he will be sincerely missed by those who knew him or were associated with him.

Among Supply Manufacturers

RUSSELL I. RHODES has been elected president of the Mason Box Co., Attleboro Falls, Mass., succeeding the late J. Frank Mason. Mr. Rhodes has been associated with the company over thirty years and was, up to the time of his new appointment, secretary, general manager and assistant treasurer of the company.

RECENT additions to the staff of the Whiting-Patterson Co., Inc., include the following: Thomas Tracy, formerly with District of Columbia Paper Mfg. Co., on special work with advertising agencies and sales promotion, and Frank Moore who will handle sales in upper New York City and Connecticut.

THE Anchor Cap & Closure Corporation of Long Island City, New York, and Capstan Glass Company of Connellsburg, Pa., have announced the election of Harry Q. Mills, formerly in charge of their West Coast offices with headquarters in San Francisco, as a vice-president of both companies. Mr. Mills will make his headquarters at the Anchor Cap & Closure Corporation general offices in Long Island City, N. Y. His duties, however, will include regular visits to branch offices. The new service which Mr. Mills will initiate is that of direct contact between the companies and their customers.

FORMATION of the Consol-Ibm Corporation to acquire the businesses of the Consolidated Lithographing Corporation and the International Banding Machine Company was announced recently. Consolidated chiefly supplies tobacco factories and the banding company owns patents for placing bands on cigars.

THE Milwaukee Lace Paper Co., Milwaukee, Wis., has recently acquired 30,000 sq. ft. of additional warehouse space to take care of present stock requirements. It is planned to utilize the present factory building exclusively for manufacturing and

administrative work. The company reports that no employees have been laid off and that to date this year a larger volume of business than ever has been done.

THE Sylvania Industrial Corporation has completed agency arrangements with the Pollock Paper and Box Co., Dallas, Texas. The Pollock company will henceforth represent the Sylvania Corporation in the southwest territory in handling the sales of its transparent cellulose wrapping, Sylphrap.

FROM sixty to eighty-five thousand roses per day are wrapped in transparent Cellophane and sent to all parts of the Middle West by the Hill Floral Products Company of Richmond, Indiana.

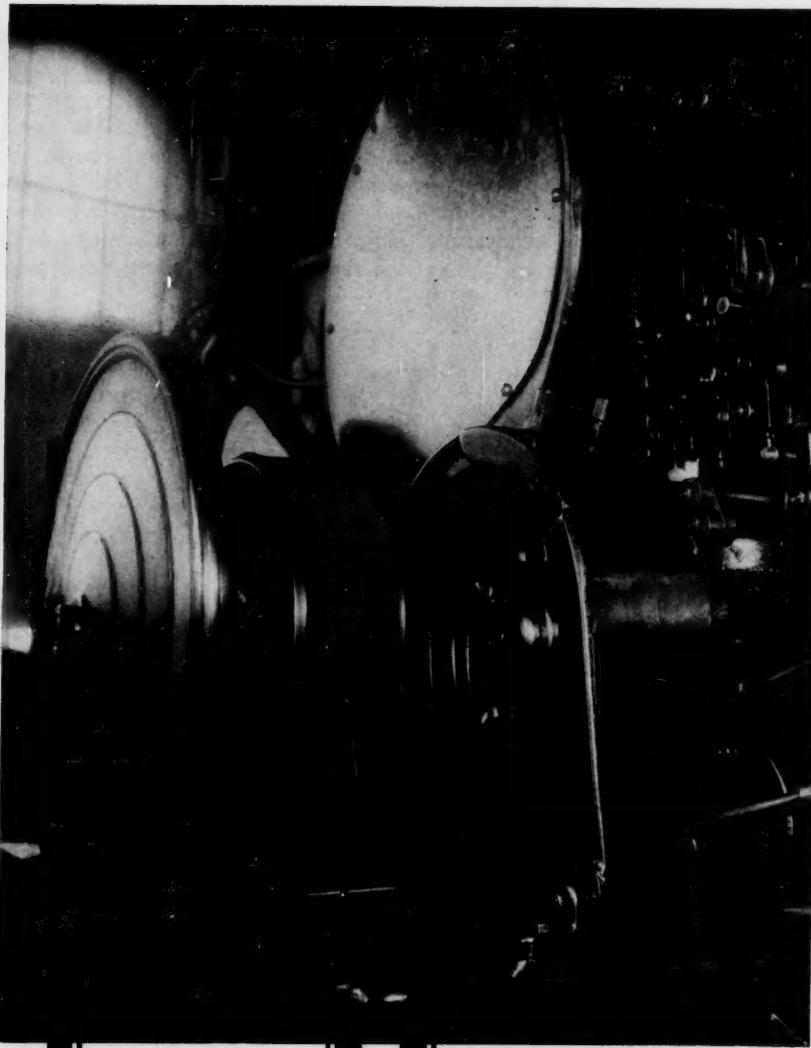
Artistry in Engraving Presentation

WELL printed, attractively illustrated and beautifully bound, a book published by the Graphic Arts Company, of Hartford, Conn., presents the diversified art and engraving service of that company in a manner that is in splendid keeping with the subject. The binding of this book is of embossed silver cloth and the cover lining and fly leaves of smooth-finished silver paper. A medallion of dull silver, bearing the monogram of the company, is inset on the front cover. The illustrations include reproductions from zinc line cuts, photo engraving and color process plates and show a wide range of work that has been done by this company for national advertisers. The decoration of the pages, the selection and arrangement of the illustrations and the entire assembly of the book create a most favorable impression and produce a splendid example of craftsmanship.

New Waxed Paper Wrapper

AN announcement, of particular interest to bakers, has recently been made by the Menasha Products Company, Wrigley Bldg., Chicago, Ill. Among the claims made for these wrappers, it is stated that they are more easily handled by the folding fingers of wrapping machines, the wraps fold more compactly so that overlaps are neat, uniform and ready for perfect sealing. Due to the small amount of over-lap necessary, a smaller area of paper is needed, the width of the rolls and the cut-off can be reduced. In appearance, it is stated, the paper shows a higher gloss, and this is said to increase after wrapping. Likewise it allows a brighter appearance of colorful inks and smart designs. The creases show less readily.

THE Vestal Bill which provides for copyright of designs was passed on July 2 by the House and sent to the Senate. The measure contemplates copyright protection instead of patent protection, as under existing law. Proponents contended the bill was necessary because of the short periods of popularity of designs which occasion the need for this protection.



Chatham

ENGRAVINGS WILL SHOW THEIR WORTH

The printing of packages, like the printing of all successful advertising, is largely a matter of fine engraving. Chatham, being a guild of craftsmen with wide experience in the production of fine color work, is maintaining its reputation among knowing packagers as an organization devoted to the reproduction of exceptional package designs in equally exceptional engravings.

To all those who have ever experienced the disappointment of seeing an ideal design poorly reproduced, Chatham extends an invitation to investigate its record, its standing and its ability to capture the artist's conception in detail and in spirit.

Chatham Photo-Engraving Co., Inc.

PRINTING PLATES FOR ALL PURPOSES

121 East 24th Street, New York City

MODERN BOXMAKING

WITH the July, 1930, issue *Modern Boxmaking* as a publication was discontinued. It will, however, be retained as a separate section of *Modern Packaging*. Each month will appear therein articles of practical interest to paper box manufacturers, and these, it is believed, will also be of service to manufacturers who are using or are contemplating the use of paper boxes in the packaging of their merchandise. Merchandising, as applied to sales of paper boxes and of vital concern to the box manufacturer, has always formed an important part of the service rendered by *Modern Packaging*, and this will be continued as formerly.

—Editor

The New Paper Box Plant and New Management

Perplexing Problems Confronting Manufacturers New to the Business—Reviewing the Past and Preparing for New Trade Possibilities—When the Plant Is Adequately Represented

By FRANK V. FAULHABER

NO paper box factory finds business more uncertain and difficult than the one just starting, and often considerable time, effort and money is entailed before a plant stands on solid basis. Many of those at the head, after a harried experience, have to cease operations, thus contributing to the number of failures. Oftentimes the loss of money that attaches indicates that it was not the capital so much as the experience problem that governed. Those paper box men who have put in many hard-working years realize well that experience is cheap at any price; it is a factor the value of which cannot lightly be questioned.

Many times a paper box plant veers toward the rocks following a change of ownership, notwithstanding the predecessors were comparatively successful. In fact, the most successful paper box plant in very short time can be doomed when new executives, unconversant with the real needs and possibilities of the business, are placed in charge. After all, it is not what a plant has accomplished but what it is prepared to perform. Ever there will enter new individuals, and upon them rests the paper box plant's destiny. Just how these men plan for the future shapes the business for which they are responsible.

Whether the plant is new or old, the men who conduct its affairs for the first time must review its business past and prepare adequately for its future. Sometimes, because the paper box factory is not making proper headway, the fault can be laid to the lack of suitable machinery. New ownership should always bring in attention to this phase: has each department up-to-date

equipment to enable the operators to produce efficiently at low costs? Antiquated machinery too often stands out as a serious handicap; employees cannot do justice to themselves; departments individually are retrogressive; the factory as a whole, in no sense of the word, can be said to be making progress. Can we wonder, then, why the plant executives encounter trying elements? Can we wonder why they are tempted to pare down prices? Can we wonder that they cannot compete properly with others in the business? Can we wonder, then, why the dreaded failure looms?

THERE are divers factors that mold the paper box factory's progress, and new owners do well when they accord due thought to each. Are the employees in each department of the right kind? Are the men and women all in their right places? Do these employees signify an eagerness to cooperate with their immediate superiors, with the factory; are they ambitious to succeed in the paper box trade, and to grow with the plant?

Are the materials embodied in the plant's products of the best kind? Does the foreman in each department express willingness to experiment with new materials, thus to find out new things, and thereby help the plant bring out appealing new products? Many times lack of desired progress is owing to the lack of enthusiasm and initiative of certain department heads. Of course, many times foremen cannot give time toward proper experimentation due to the lack of it, being rushed by other matters. Far-sighted foremen realize well that they succeed to the same extent that their departments

HELMOLD

Maintaining an Ideal
For 40 Years

NO OTHER test writes a story of success quite as dramatically as the test of time.

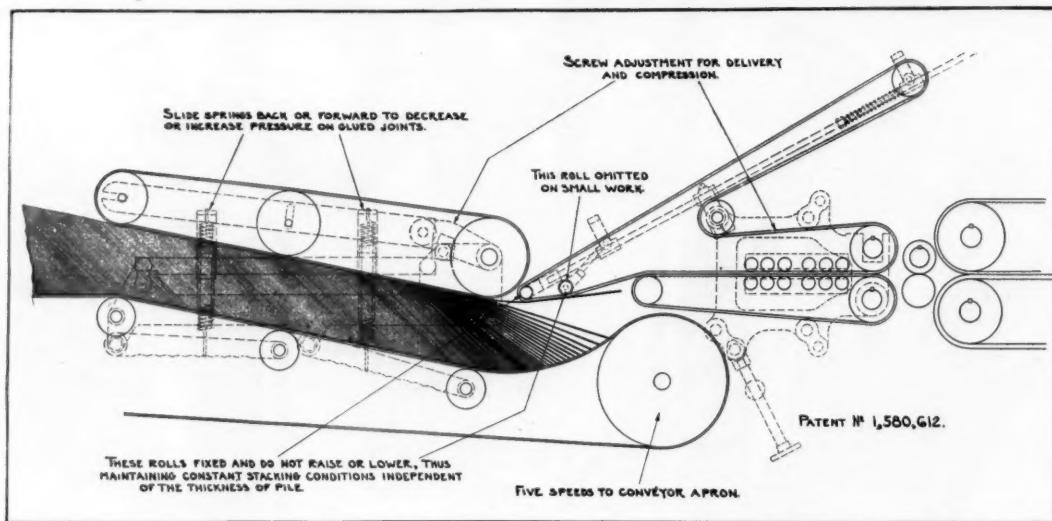
Names rise and fall. Products and institutions come and go. Only the best survives.

Forty nine years ago J. F. Helmold & Bro., Inc. was established with the conviction that a product honestly made and sold would secure lasting friends.

Today Helmold still clings to that idea. Today its reputation for the best in cutting, creasing, perforating and wave rules is recognized everywhere. Boxmakers, who used Helmold products years ago are still using them and finding in them the basis of success in their own operations. The standard has never wavered—the purpose never drifted from the original determination to make a high quality product.

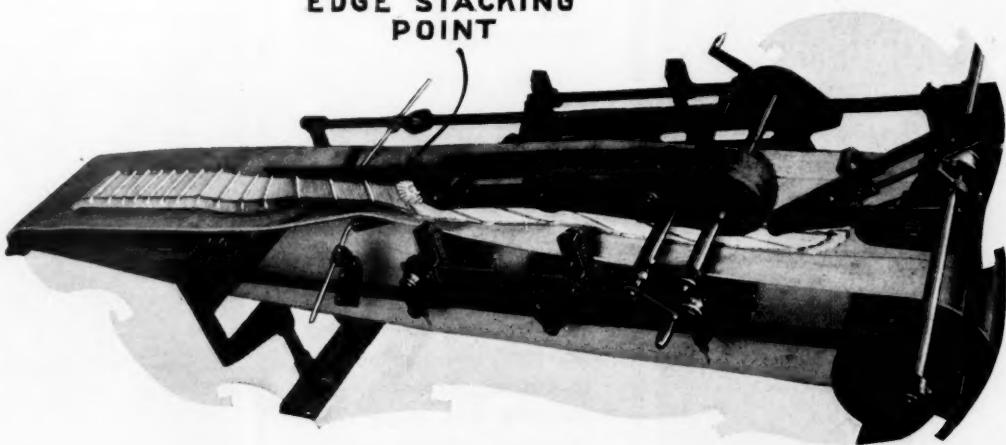
**J. F. HELMOLD & BROTHER
INCORPORATED**
1462 Custer Street - Chicago

IN THIS STACKER MECHANISM



LIES THE SECRET OF PRODUCTION SUCH AS THIS

EDGE STACKING POINT



THE INTERNATIONAL STACKER

is the only one which will satisfactorily handle the full possible range of work without jams, checking the blanks from a maximum speed to practically zero and accumulating them in a travelling pile, the incoming blanks contacting with the other only at the ends.



The International Paper Box
Nashua, New Hampshire

IF OBSOLESCENCE HOLDS YOU BACK



THIS IS THE INTERNATIONAL

Nowhere, in all your plant, is obsolescent equipment so disastrous to employ as in your folding and gluing department. If your stacker loses five percent of its productive time during a year because of "old age" breakdowns it is costing you hundreds of wasted dollars. If it runs at a rate but five percent under the normal of an International it is again costing you hundreds, perhaps thousands in extra labor and extra time per unit. If it smears or spoils but one-half of one percent of your blanks its wastage will make its continued use prohibitive.

Yet daily, some few manufacturers take these losses because they have failed to figure them out. Over 97 percent of the equipment of the twenty foremost box plants is INTERNATIONAL EQUIPMENT *because* they have figured and found out how to save.

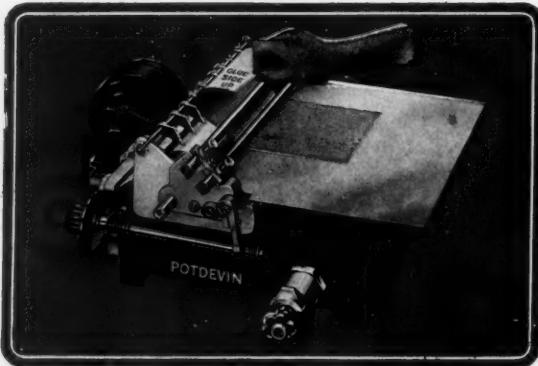
THE INTERNATIONAL RECORD

of reorders and additions to original International equipment is phenomenal because the International is the most efficient and economical folder and gluer . . . and because it has proven this claim in competitive tests time and again. Arrange for your own competitive test, in your own plant. Write us about it.

Box Machine Company
New Hampshire, U.S.A.



POTDEVIN GLUER



30% LABOR SAVED

SHORT RUNS

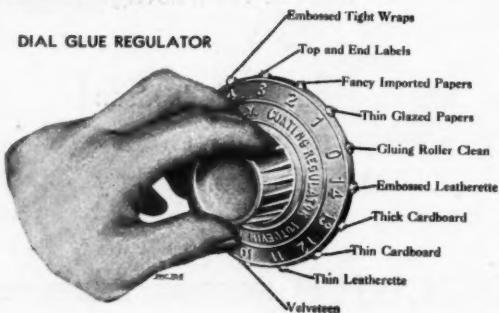


TABLE workers usually waste 30% of their time brush gluing. A Potdevin Gluer will save this time for four workers so they can devote all of their skill and efforts to the more intricate and productive operations of boxmaking.

Two table workers alternately machine-glue a variety of labels, tight wraps, trim strips, lining papers, etc., for different boxes.

Many box factories have four girls to a machine. Each girl in rotation operates the Gluer to supply herself with trims, wraps and labels.

VALUE OF GLUE REGULATOR

For perfect boxes, each grade of paper, leatherette, cardboard, etc., must have the glue coating best suited to the job.

Instant and accurate duplication of the desired glue coatings are always available due to this original Potdevin Dial Adjustment Device.

POTDEVIN MACHINE CO.

**1267-38th St.
Brooklyn, N.Y.**

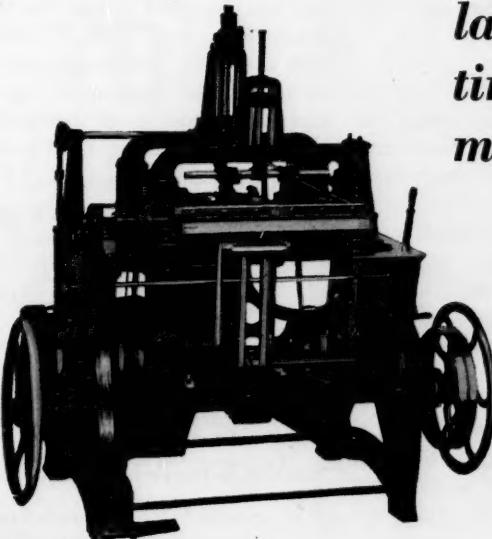
Windsor 1700

**1652 Besley Court
Chicago, Ill.**

Armitage 4000

THIS IS THE MACHINE

that saves material on boxes . . .



*labor . . . on cartons
time . . . on setups
money . . . on investment*

IT requires only one operator; practically no repairs; less than one horse power; floor space six feet square; about thirty minutes to make changes; a minimum quantity of cold-water gum; no tape, wire or tin. It is the best investment a paper box maker can find.

Many prominent packagers and box makers know that BRIGHTWOOD ADAPTABILITY MEANS HIGHEST EFFICIENCY. Their records of orders and re-orders are our best recommendation to you.

it will pay you to ask us what the adaptable
BRIGHTWOOD
can do for you!



**U. S. AUTOMATIC BOX
MACHINERY CO.**
477 WATERTOWN ST. NEWTONVILLE
BOSTON, MASS.

do. Just how they view their responsibilities in large measure contributes to the plant's success.

The executives relatively new to the paper box business do well when they give thought to the plant's advertising needs. Has the plant ever advertised? If not, why not? If success now is not present, is it due to the lack of proper advertising? If so, why not then run some advertisements in different trade papers, reaching fields wherefrom it is desired to attract orders? There are great possibilities here, and it is a shrewd manufacturer who will let none escape so far as his own factory is concerned.

MANY plants are without enough representation in the paper box business. Too many times the manufacturer places his confidence in old customers; they will give him most of their orders. Perhaps there is a notice, now and then, in some small periodical, that the plant is ready to do business. Prospects know little, if anything, of the factory's readiness to furnish quality products. Further burdened is such a plant when salesmen do not canvass frequently enough their various prospects. The wise salesman, of course, always tries to dig up prospects of a new kind, from a different character of business, overlooked, perhaps, by most of the other paper box plants. When he sells an order of boxes to a new field he has additional bright prospects. He wends his ways to more plants in the same line of business, and points out how a competitor is solving one of the problems by using his products. Competitors, naturally, see light. They, too, sense new opportunities, so they agree only too readily to an order. And what can be accomplished in one business can be brought about equally successfully in others.

New paper box manufacturers do well when they keep in mind the fact that too great dependence cannot be placed in old customers. The largest, most successful business firms prepare always for the addition of new customers. New customers mean progress; old customers, dropping away, brings on another condition. The new paper box plant's development rests largely on new customers and new business.

WHETHER the new manufacturer wishes to specialize on products is another question that must be controlled by the plant's individual conditions. Is it an advantage to produce specialized products? There is the matter of highly skilled operators; the problem of right materials at low prices. Can the factory bring out specialized products exhibiting real mastery in the particular lines? And can these products be placed before buyers at reasonable prices, ensuring profits and progress?

Let salesmen canvass thoroughly the city, overlooking no possible prospect. Consider fields hitherto unrecognized or given but bare attention. Show the manufacturer of any product, no matter what this be, sale of which can be promoted through the use of your product, then material success with that manufacturer is assured. For instance, show the shoe manufacturer

how his commodity can be made more individualized through the use of distinctive boxes, just what he needs for successful selling. That manufacturer naturally becomes interested, for your story concerns a personal problem.

Ice Cream Carton Standards

In accordance with action taken at a general conference of producers, distributors, and users of molds and machine-filled cartons for brick ice cream, held in Washington, D. C., Dec. 4, 1929, the Bureau of Standards of the U. S. Department of Commerce has submitted for the approval of the industry the following simplified schedule of dimensions for the two-gallon mold and for machine-filled pint and quart cartons for brick ice cream:

TWO-GALLON ICE CREAM MOLD

Length	Width	Depth
26 in.	6 ¹ / ₄ in.	2 ⁷ / ₈ in.

MACHINE-FILLED CARTONS

Pint

No. 1 U. S. Standard: 3³/₁₆ X 3¹/₂ X 2¹¹/₁₆ in.
No. 2 U. S. Standard: 2⁷/₁₆ X 3¹/₈ X 3¹⁵/₁₆ in.

Quart

No. 1 U. S. Standard: 2¹¹/₁₆ X 3¹/₂ X 6¹/₄ in.
No. 2 U. S. Standard: 2⁷/₁₆ X 3¹/₈ X 7³/₄ in.

Note: An oversize margin has been provided for the cartons, to allow for a 60 lb. (or less) parchment or waxed paper lined.

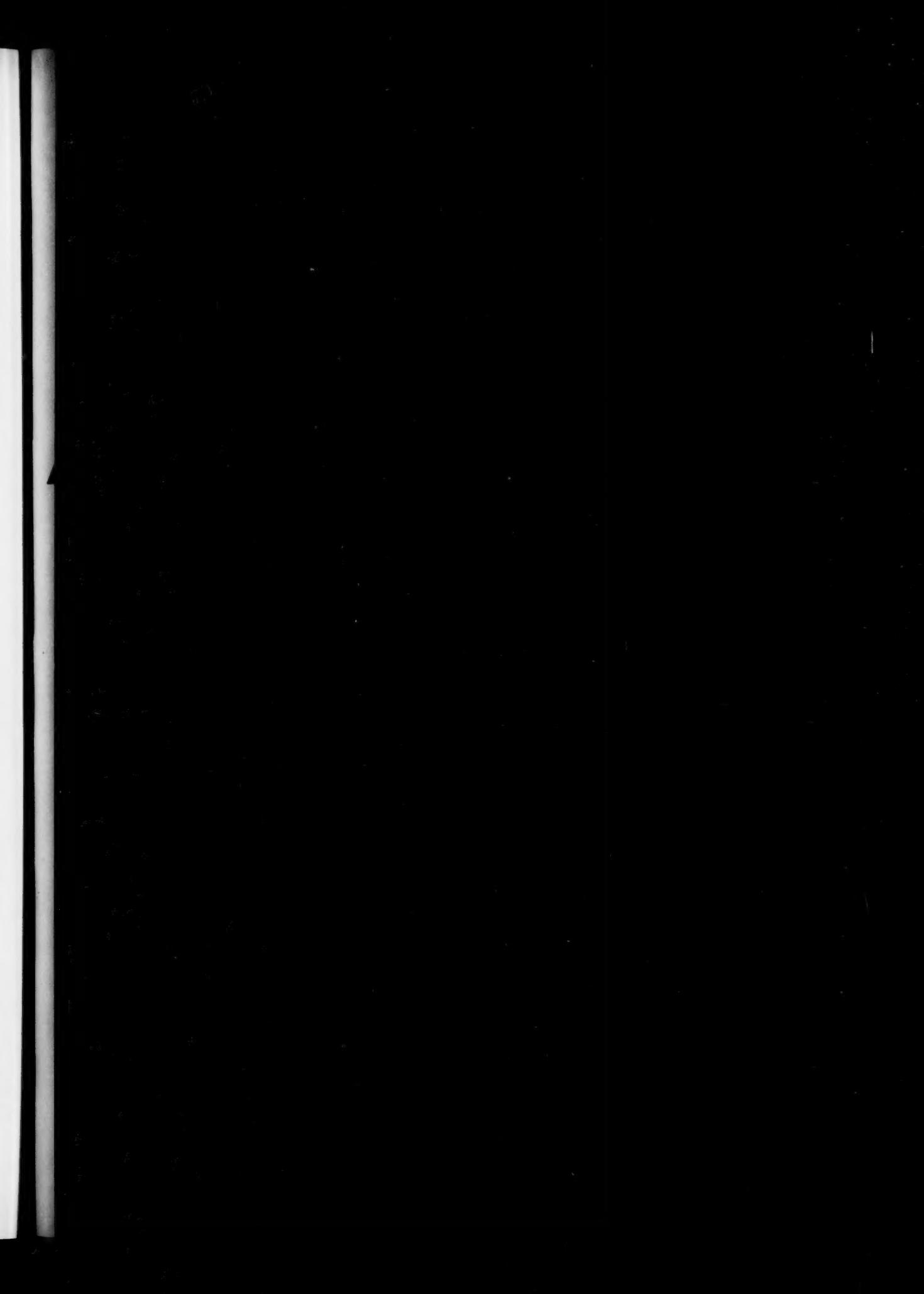
If accepted by the industry this recommendation will become effective January 1, 1931, subject to annual revision by the Standing Committee.

The action of the conference resulted in a reduction from 30 mold sizes to 1; from 31 different sets of dimensions to 2 for the machine-filled pint cartons; and from an equal number of sizes of machine-filled quart cartons to 2 standard sets of dimensions.

It is expected that this simplification program will result in benefits and savings as follows: To the manufacturers of cartons: more economical manufacture through longer runs, reduced stocks and better service. To the ice cream manufacturers: prompt deliveries, quicker replacement service, lower maintenance costs, simplified packing, less capital tied up in stock, economy of storage space, etc. To the distributors: increased turnover, better utilization of storage space, quick and reliable delivery, fewer misunderstandings and errors.

A distributor of paper box board and box makers' supplies will no longer use in his advertising matter part of a trade name which would imply that his products are made by a competing company, when such is not the fact, according to a stipulation between this individual and the Federal Trade Commission.

Names of individuals or firms signing stipulation agreements are not mentioned in the commission's press releases or publications, but the facts in each proceeding are presented to show methods of competition condemned by the commission as unfair, for the guidance of industry and protection of the public.



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TB&B LITHOGRAPHED Art Papers

make Holiday Boxes and Packages festive and gay with the holiday spirit, and are in substantial demand because of superiority repeatedly demonstrated. ♦ Skillful designing and careful reproduction consistently practised for over fifteen years have established for TB&B

ART PAPERS a leadership which is generally recognized. ♦ Our Catalog of over 100 Designs, comprising Fancy Floral, Juvenile, Holiday and Novelty Patterns for every Special and Seasonal purpose, sent on request.



Exclusive Designs Shown by Special Permission

TRAUTMANN, BAILEY & BLAMPEY
COLOR & OFFSET LITHOGRAPHERS

ART PAPER & BOX-WRAP DEPARTMENT

13 LAIGHT STREET

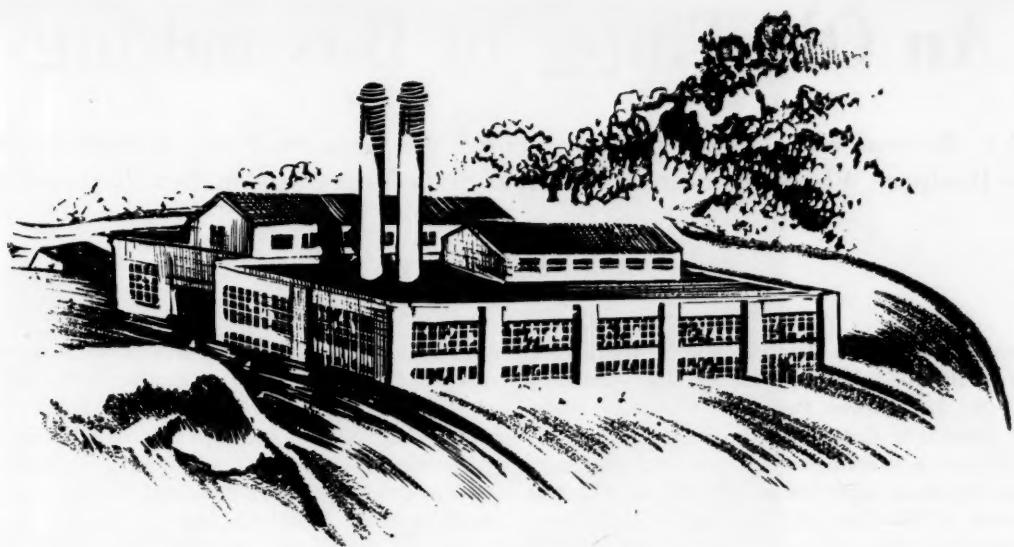
NEW YORK, N. Y.



You owe it to your product
to dress it seasonally and invit-
ingly for the Holiday trade, and
NOW is the time to make plans
and select designs from among
the 100 patterns which comprise
the incomparable line of

TB&B
LITHOGRAPHED
Art Papers

YEW MACE - LACE - BARK - COTTON - HEMP
225 NEW PATTERNS - COLOR & DESIGN
PRINTED IN U.S.A.



DAM THAT FLOOD OF RED INK!!

Red ink, the constant business terror, is merely the evidence of an unbalanced condition between costs and receipts. Those who can, increase the ratio of receipts and wipe out the red ink . . . until costs catch up.

But those who can cut costs to a point where the red disappears can perform a feat which puts the red permanently out of the picture. Kingsbury and Davis Stayers and Double Enders are designed to reduce your costs by increasing your production per man, per hour and per machine. They have done so for dozens and scores of other manufacturers. They will do so from the very day they enter your plant.



Therefore, no matter whether you are in the red or miles from it . . . it behooves you, for your own interest, to cut your costs by the Kingsbury and Davis method. We would like to tell you more about the K & D Stayers and Double Enders. A post card will bring our message.

**KINGSBURY & DAVIS
MACHINE COMPANY
CONTOOCOOK, N. H.**

An Old-Timer in Boxmaking

David F. Brown, Who Is Closely Approaching the Century Mark, Is Still Active in the Business Which He Founded Almost Sixty Years Ago in New Brunswick

By M. E. McNULTY

A remarkable man is David F. Brown, of St. John, New Brunswick, founder and president emeritus of the D. F. Brown Paper Box Company, whose plant is situated at Coldbrook, three miles east of St. John. Fifty-nine years ago Mr. Brown made his start in the production of paper boxes. His first location was at the corner of Waterloo and Union Streets in the heart of the city of St. John. Singularly enough, the building is now occupied, after reconstruction, by another person of the same surname, a druggist.

Mr. Brown directed the operations of the D. F. Brown Paper Box Company as president and manager at the original site for over 20 years. Later, he moved to a location on Canterbury Street, on heights overlooking St. John harbor. There he built a three-story brick building and installed brand new equipment, occupying the whole structure. The business remained at this location until about ten years ago when it was transferred to Coldbrook. At the Canterbury site, there was no railroad connection. With the increasing volume of the company's business, it

was found advisable to re-locate somewhere on a line of railway. At Coldbrook, a large brick factory had been established for the Ford Motor Company. After occupancy by the Ford interests for about two years, the plant was discarded in favor of a location in the city. This gave the D. F. Brown Paper Box Company, one of the oldest box firms in the world, an opportunity to acquire a comparatively new plant, into which a spur line was available. This spur came from across the highway the main line of the Canadian National Railways, the road dividing the railway from the box plant.

Mr. Brown has continued the ownership of the Canterbury Street building and has rented it out to a tire and rubber company. Last fall, he decided the building

needed an improved heating system, so he personally supervised the installation of another boiler and some additional piping, after making the design himself. He was then 93 years old. Not content with this display of uncommon activity for a man approaching the century mark so closely, Mr. Brown decided the roof of his home needed some repairs after he had made several ascensions to the roof on a ladder from the ground. He also decided he would supervise the repair work. While he was on the roof, directing the repairs, a post that had been nailed to the side of the building gave away. Mr. Brown had been leaning against the post and was dropped to

the ground, a distance of about thirty-five feet. None of the household or the working crew expected the aged man to be alive when he was picked up, but he was able to struggle to his feet, with assistance, and was rushed to the St. John hospital. There it was revealed seven of his ribs were broken as well as a shoulder blade.

For a man of his age, it would seem the shock of the fall would be sufficient to cause death. Yet, in Mr. Brown's case, the

seven broken ribs and one broken shoulder blade failed to even disconcert him. He stayed in the hospital for about three weeks and then insisted on being moved to his home for convalescence. Within six weeks of the accident he had recovered.

He was born on a farm at Hammond, New Brunswick, in 1836. "Often I drove a team to St. John from Hammond, about sixteen miles away, and the team was loaded with vegetables, butter, eggs and poultry. Customers strolled up and down beside the farmers' teams and made their purchases. I took up carpentry when I was about twenty-one, and continued between the carpentering and farming until I was thirty-five. I was



Plant which houses old established box business



STYLED
TO THE NEW TEMPO

These living, breathing, thinking, working, loving, spending human images of the Gods called Your Market daily voice their collective demand. Hear them as they speak of products and packages. "We—your market—haven't time to study, inquire, ask for credentials and otherwise investigate the good qualities of your product. We appraise after purchase . . . never before. And ninety percent of our buying we do with our eyes. We judge value by appearance. We try the new because of appearance. We continue to buy a product until another and better appearance attracts us. We are always ready to try and that is why markets change. Because we are markets . . . and we are humans, dying with our old tastes and prejudices by the thousands each year, maturing with newer and, we hope, finer tastes, by the tens of thousands. Meet our new tastes with well-styled merchandise in well-styled packages and we will give you your share. Meet us without these and we will pass you by. We are your market, we judge in queer ways, but always our judgment is final."

PACKAGE DESIGN CORPORATION EIGHT MURRAY ST., NEW YORK, N.Y.

PACKAGE DESIGN AS AN UNPREJUDICED IDEA SERVICE IS NOW YOURS TO CALL UPON

The need for well-conceived package design has long been recognized. The need for an unprejudiced package designing service with nothing to sell but its art, its brains and its fund of experience, long unfilled, has within these last years been met, and successfully so, for dozens of clients among the countries foremost firms, by the Package Design Corporation.

The Package Design Corporation is an organization of specialists functioning in a creative and advisory capacity in the design and styling of packages. It recognizes the fact that pretty pictures do not a package make, that package design has become a separate art in the field of merchandising demanding the service of experts . . . and it supplies this service, distinctly unique and distinctly unbiased. Not a department buried in a corner of a manufacturing plant or advertising agency, it has become recognized as the only organization devoting itself solely to the creation of new packages and the re-design of outmoded ones.

Many of our clients furnish us with a sample of their product and their story. With this information we determine the best method of packaging, develop the package and style its design as a complete unit; jar, tube or bottle, cap, label, carton, etc. When necessary, assistance in the choice of a name, in merchandising and advertising cooperation is given when related to our basic service. The complete package design service, or any part thereof, is available as you choose to use it. A letter, outlining your problems will receive our prompt consideration.

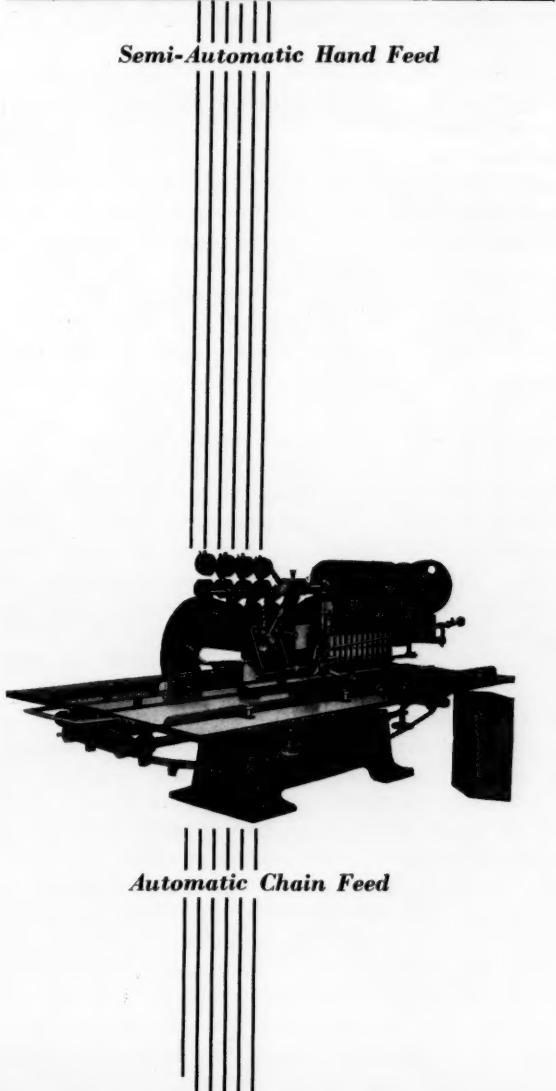


PACKAGE DESIGN CORPORATION,

8 MURRAY ST., NEW YORK



Semi-Automatic Hand Feed



Automatic Chain Feed

ONE STITCH OR TWELVE *Single Row, Double Row, or Tie Stitch* THE CHOICE IS YOURS

THERE are two ways of stitching a fibre container. You may have an operator make each stitch separately, trusting his eye to line the stitches without ruining the board.

Or . . . You may let a Saranac Multiple Head Fibre Container Stapler make all twelve stitches at one throw of the machine. Faster? Of course . . . but even more important . . . better than a hand guided series of stitches ever could be made . . . with less waste than ever before.

One stitch or twelve, single row, double row, or tie stitch, the choice is yours.

This is but one of the Saranac labor savers. Look into the whole line today.

**SARANAC
MACHINE CO.**

BENTON HARBOR,
MICHIGAN, U. S. A.

in Cambridge, Mass., for nine years as a builder, but decided to return to St. John and go into the manufacture of paper boxes.

"In my estimation, the working people of today have comfortable hours and good pay. When I was a youth, three shillings and five pence—the equivalent of eighty cents—with board was considered to be a satisfactory wage. In the shipbuilding yards of St. John and vicinity that meagre daily wage was paid for working from daylight until dark. Although workmen received less pay and had to work longer hours than today, I think the people then were generally in better circumstances than at present. For one thing, it was much harder for a youth to leave the rural sections of New Brunswick for other parts of Canada or the United States. Overland railroads were scarce, and the travelers usually took the water route. In order to get to British Columbia from New Brunswick, one had to embark on a sailing vessel for a long voyage down around the coast of South America and then up the Pacific coast.

"It is true there were some transcontinental trails that could be followed, on horseback, and in the covered wagons, but there was also in front of all these travelers, the menace of Indians on the warpath. I can recall when the first railway connection was made between St. John and Sussex, a distance of forty-four miles. The engines used only wood and dense clouds of smoke were belched from the wide-topped chimneys. The engines did well to make the distance between St. John and Sussex without refueling on the way. At a number of points along the line, there were piles of hardwood. This wood was utilized for the engines, in case an engine ran out of fuel before reaching the end of the run."

MR. BROWN has a remarkably retentive memory. He has no difficulty in recalling events of the past, even as far back as his early boyhood. Among these events which he can quickly call to mind and graphically describe are: Seeing the old bucket brigades and hand wagons used by fire fighters going to a fire; the laying of the cable across the Atlantic between America and England, by men aboard the Steamship Great Eastern; cutting timber at the family farm at Hammond on "Cold Friday," coldest day in the history of the St. John section; the debut of steamers on the St. John River, plying from St. John to up river points, old wood burners with the stern paddle wheels being used; the collapse of the first bridge over the reversing falls, separating St. John from Fairville, N. B., at the mouth of the St. John River; the building of the first railway station in St. John, and the arrival of the first engine and train; the campaign in favor of and against the confederation of the Canadian provinces into the present dominion, including some of the speeches made in St. John by leaders for and against the proposal; when St. John harbor, now a port for transatlantic steamers had only one crude wharf, for sailing vessels; when electric lights, telephones, automobiles, airplanes, motion pictures, were unthought of, and then the first use of each of these modern inventions.

When he was ten years old, the pioneer paper box pro-

ducer became a member of a temperance society formed at Hammond, this being the first organization with an anti-alcoholic mission and principles in the county. The members of this body were familiarly known as the "Teetotal Abstainers." When he joined the society he took a solemn pledge to abstain from all liquor. This pledge he has kept for eighty-four years, and says he intends to keep it for the balance of his life. He attributes a large share of his material success in the sphere of industry, as well as his longevity, to his having been a lifelong total abstainer from intoxicants.

There is nothing so demoralizing to work and health as liquor, in the opinion of Mr. Brown. He suggests as a panacea of the liquor problem which threatens the world's fabric greater adherence to total abstinence. In this connection he recalls his youth, when the total abstinence campaign was launched and continued and when there was at least one temperance society in nearly every community, regardless of how small or scattered the population. Drinking was at the minimum in those years and the public health and efficiency were much better than those prevailing today, according to the opinion of Mr. Brown.

C. Winter Brown, son of D. F. Brown, practically grew up in the paper box industry. He started to work for his father in the office of the D. F. Brown Paper Box Company when a mere boy and has continued the association. For the past dozen years the burden of the Brown business has been shouldered by him as president and manager. However, this does not mean that the founder of the firm has relinquished all business cares. His has been a "tapering-off" policy, on the theory that it is unwise to forsake business suddenly as some men do. Every day, he makes it a point to handle some business matters, to keep his mind occupied.

ALTHOUGH one of the oldest paper box manufacturing concerns in the world, the D. F. Brown Paper Box Company is one of the most progressive firms in the industry. Shipments of the products of the firm which include plain and fancy boxes as well as cartons for substances and liquids, are now made to all the provinces of Canada and also to Newfoundland, West Indies including Bermuda, Cuba, Australia and New Zealand. When D. F. Brown made his debut in the industry he made his sales only in the maritime provinces and practically all in New Brunswick.

The firm has widened its manufacturing scope in addition to the sales scope. Paper box containers are now produced at the Brown plant for confectionery, shoe, bread, cake, pastry, fish, clothing, haberdashery, ice cream, notions, tobacco, tobacco products, beverages, etc., for manufacturers and dealers. The installation of a line of new and modernly equipped steamers functioning between St. John and Halifax in Canada and the ports in the West Indies has helped the company to increase its exports of paper containers to the islands off the Atlantic seaboard of the United States. The placing on the route between St. John and Havana, of a line of freighters has also boosted the Brown sales in Cuba.

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BOX PAPERS
FOR PAPER
PACKAGING

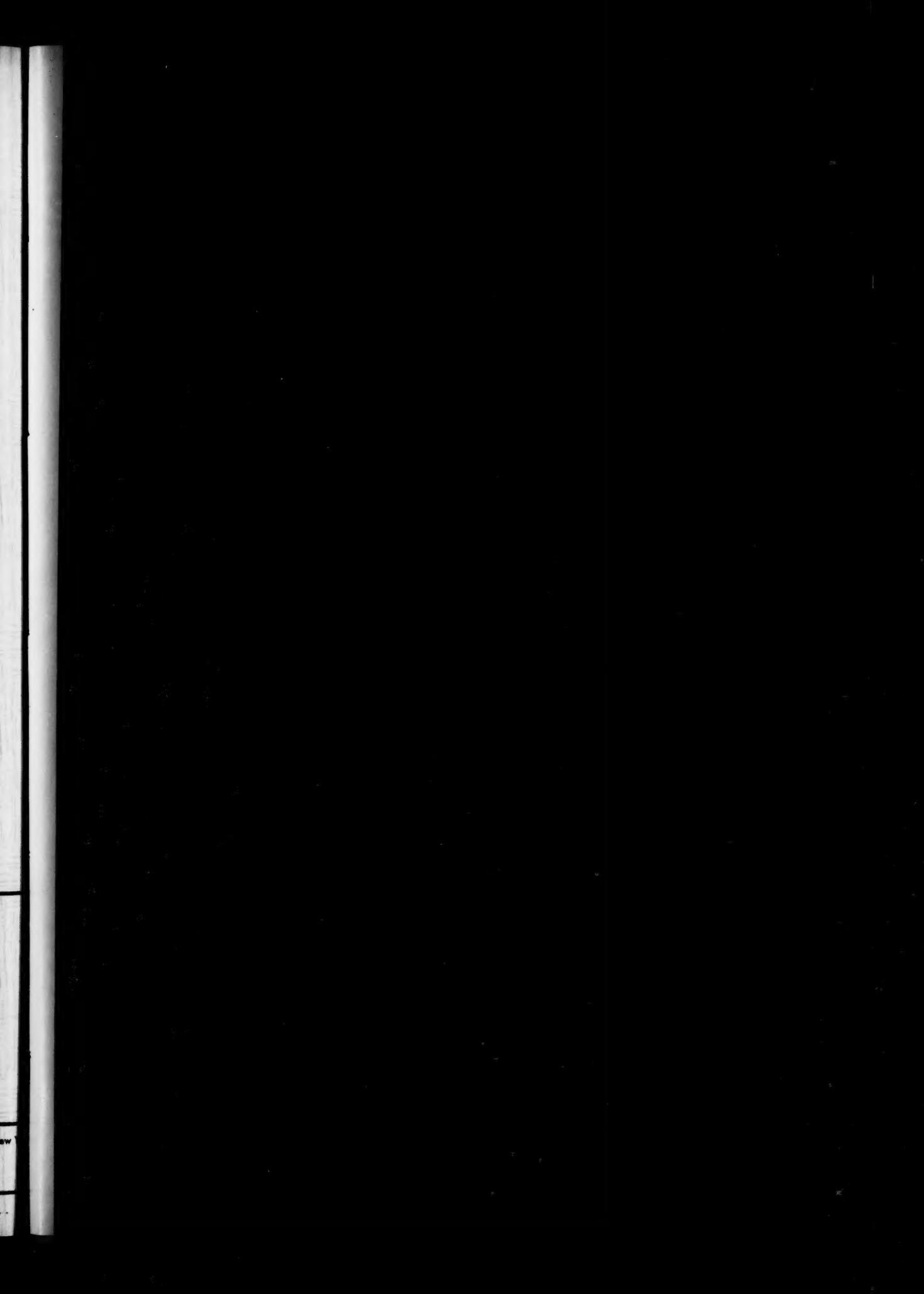
PROTECTED BY
MULTI-LEVEL PROCESS



THE whole gamut of effects are possible on Collins Velumets . . . dainty . . . compelling . . . charming . . . daring. Entirely suited for modern design and the printable surface makes printing, stamping or embossing easy. • Whether it be a candy package or a luxurious perfume box, a Collins Velumet will respond to the designer's skill. Send for complete sample book.

A. M. COLLINS MFG. COMPANY
1518 WALNUT STREET • PHILADELPHIA

GEO. W. MILLAR & CO., Inc., 284 Lafayette Street, New
HENRY L. GOODMAN, 110 High Street, Boston
A. M. COLLINS MFG. CO., Conway Bldg., Chicago
ZELLERBACH PAPER CO., Pacific Coast



New York

A

Howard D. Salins Golding Printing Machinery, Inc.

MACHINERY AND SUPPLIES OF EVERY DESCRIPTION
Special Machinery Designed -- Built

608 So. Dearborn Street CHICAGO, ILL. 469-74 Transportation Bldg.

Paper and Printing Efficiency Engineers, Mechanics, Builders, Designers,
Regular and Special Machinery

SALGOLD Automatic Jobber, One Color Machine 10 x 15 Size.

SALGOLD Automatic Jobber, Two Color Machine 10 x 15 Size.

SALGOLD Automatic Jobber, Two Color One Side or One Color

Front and One Color Reverse Side Jobber Machines.

Die Cutting, Punching, Perforating, Cutting, Slitting Lengthway
and Crossway Complete Operation.

Automatic Multiple Color Printing, Punching, Die Cutting, Die
Punching Length and Crossway Cutters.

Creasing, Scoring, Embossing One Complete Operation for
Paper and Cardboard Printing Production Work.

Hand-Fed and Automatic Offset Machines.

Web Offset Machines.

One or Multiple Color Rotary Machines.

Photogravure, Rotogravure Intaglio Printing Machines.

Newspaper Presses.

Paper-Making Machinery.

Box-Making Machinery.

Lining Machinery.

Paraffining, Varnishing and Waxing Machinery.

Knotting, Looping, Stringing and Wiring Machinery for Paper
Novelties, Tags, etc., Hand-Fed and Automatic.

Tag and Ticket, Embossing, Printing, Metal Eyeletting,
Paper Patching Machines for

Two Colors Two Sides, Either in Separate Operation or
in One Complete Operation—Automatic.

*EVERYTHING FOR THE EFFICIENT PRINTER AND
MANUFACTURER IN THE PAPER, PRINTING AND ALLIED
INDUSTRIAL TRADES.*

MACHINERY AND EQUIPMENT

Automatic Packeting Machines

THE Brown bag-filling machine is designed for handling flat paper bags or packet envelopes, and for filling them with measured quantities of dry materials such as seeds, powders, cocoa, gelatines and grated cheese. It is also used for nuts, small candies, small screws, nails, etc. It measures the material, opens the packet, fills it, glues and turns the flap and presses it firmly, making the packet tight and secure.

The machine is said to require but one operator, runs automatically and, depending on the material, discharges the sealed packets at the rate of two to four thousand per hour. Any free flowing, dry, granular or compressed material, or any kind of seed that will pour can be handled by the machine.

The regular machines will run any size packet from $1\frac{7}{16}$ in. x $1\frac{15}{16}$ in. to $4\frac{1}{2}$ in. x $5\frac{3}{4}$ in., being adjusted to any variation between these limits. The large hopper machine will take packets up to 5 in. x 6 in. From fifty to sixty packets per minute can be turned out.

Many other details, together with illustrations, lists of users, etc., are included in a new catalog issued by the Brown Bag Filling Machine Company, Fitchburg, Massachusetts.

Glass Container Prize Goes to California

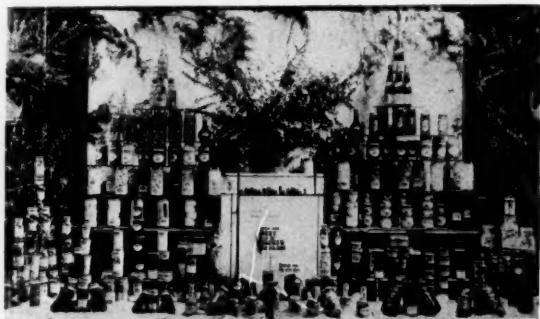
THE window exhibit of glass packed foods and beverages as arranged by the Young's Market Company of Los Angeles, California, has been adjudged the best among all entries in the nation-wide contest conducted by the Glass Container Association of America. The Young entry, therefore, wins the grand national prize of \$1000. Total awards of \$9125 were made to the numerous winners throughout the country, this amount being in excess of the original prizes offered due to keen competition.

In addition to the grand national prize a large number of cash awards were made in the geographical divisions arranged for the contest. Winners of the first prizes in these nine divisions were as follows:

F. D. Donovan, Lowell, Mass.; Charles & Company, 48 East 43rd St., New York City; Bailey Brothers & Company, Clarksburg, West Virginia; Burke's Grocery, Milwaukee, Wis.; C. & R. Stores, Inc., Picayune, Miss.; Smythe's Market, Minneapolis, Minn.; Eagle Grocery, Jennings, La.; Kinney Store No. 3, Twin Falls, Idaho, and Young's Market Company,

Los Angeles, Cal. Special awards were made to the winners of the Honolulu entries, these being the Metropolitan Market and C. J. Day & Company.

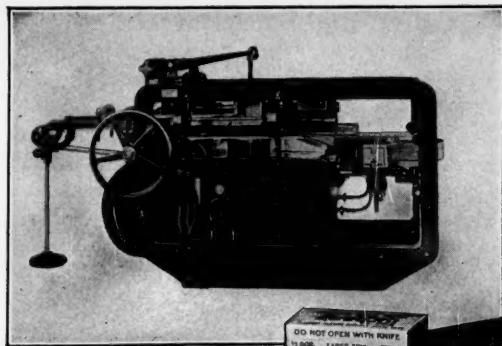
The grand national prize of \$350 offered to packers' salesmen was won by Walter Heasley, representative of E. K. Pond & Company of Chicago, while the wholesalers' and jobbers' salesman award of \$250 was won by B. R. Holmes of the Kildall Company, Minneapolis.



Prize-winning display of glass packed foods

The contest was inaugurated by the Glass Container Association for the purpose of demonstrating sales value in the eye-appeal of quality foods and beverages attractively packaged and bottled in glass containers. The contestants were required to arrange their windows with all-glass products and to let them stand for one week. One of the two slogans of the Association: "See What You Buy—Buy in Glass" or "Only the Best Can Be Packed in Glass" was to be displayed in the windows.

Many photographs of well-arranged windows were received by the judges which had to be discarded because of failure to comply with certain details of the specified requirements. The committee of judges, however, expressed gratification at the excellence of the exhibits and the pleasing effects obtained in the artistic arrangements of glass products. The judges were: Eugene S. Berthiaume, president of the National Association of Retail Grocers; Thomas F. Branham, president of the National Wholesale Grocers Association of the United States; D. E. Montgomery, of the American Wholesale Grocers Association (substituting for J. H. McLaurin, president of the Association); Godfrey M. Lebar, editor-in-chief of *Chain Store Age* and Philip I. Heuisler, president of the Glass Container Association of America.



Immediate Saving in Packing Costs



Large and immediate savings are made by Machine Bundling

The concerns whose products you see illustrated here have adopted machine bundling because of the large savings it makes over packing their goods in boxes.

In most cases there is an *immediate* saving of 60% on material costs alone. That represents the difference in cost between boxes and inexpensive kraft paper. In a year this saving amounts to thousands of dollars.

There is also a saving in labor—the machine with one operator does the work of many hand packers.

These savings pay for the cost of the machine in a few months time.

Shipping charges are also lowered, because the paper wrapper is so much lighter than containers.

Merchandizing Advantages

Machine bundling enables the manufacturer to economically pack

dozen and half-dozen lots. In many lines dealers favor these small units.

Equals capacity of two cartoning machines

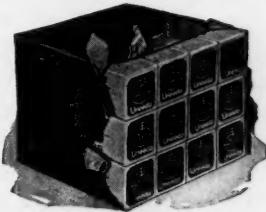
The bundling machine, working at full capacity, will take care of the output of two cartoning machines. It counts off the right number of cartons, wraps them firmly in heavy paper, and attaches a printed end seal.

Suitable for Many Products

Here are just a few of the various products being bundled on our machine: tooth-paste, cold cream, matches, gelatin, crackers, cigarettes, Vaseline.

Write for these Cost Surveys

Write for copies of "Certified Surveys" made by the Nielsen Company, Engineers, showing in detail how machine bundling has lowered costs for certain well-known manufacturers.



The packages may be bundled in dozen or half-dozen lots

Package Machinery Company
Springfield, Massachusetts

New York Chicago Los Angeles
London: Baker Perkins, Ltd.



New Foolproof Scale

OVERWEIGHT, no matter what causes it, is always a loss. When constantly repeated, it is a drain on profits. Underweight, no matter what accidents or errors give rise to it, is dangerous both to costs and to the reputation of the user.



Foolproof automatic scale

A new automatic scale, not the least interesting feature of which is that it is virtually foolproof against both overweight and underweight, is announced by the Toledo Scale Company, to combat these two sources of loss. The chart of this instrument shows simply a line marked "0," flanked on one side by the word "under," and on the other by the word "over." There are two platforms, one to hold the article to be weighed, the other to carry the check weights.

Upon the latter platform the attendant places whatever weight he wishes his finished article or package to reach, say five pounds. He then "sifts" or feeds in enough of the article being weighed so that the indicator comes to rest upon the zero line.

Sensitive to $\frac{1}{64}$ oz., this scale weighs accurately and instantaneously even when out of level. It is not necessary to center the weights or commodity on their respective platforms; wherever they are placed the result is precise. This is a great advantage because it permits greater speed with no sacrifice of accuracy in results. Errors in reading simply cannot be made on this scale. The finish is of durable gray baked enamel. The frame is of rigid cast iron. Exposed metal parts are chromium and stainless steel. Scoops, plates and special commodity receivers are available for unusual requirements and the scale is said to be adaptable for any purpose where accurate and rapid check weights are needed in packaging work.

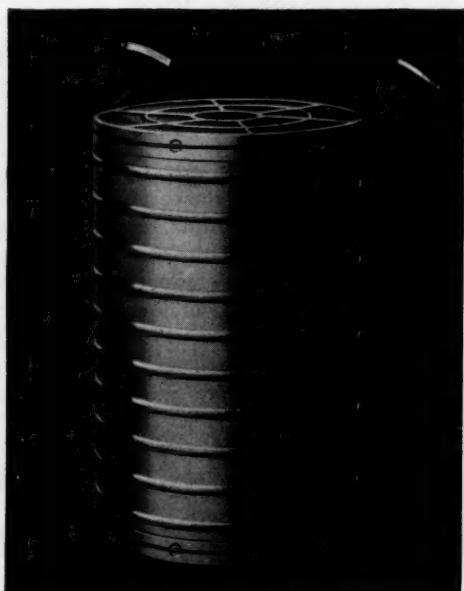
Collapsible Steel Barrel

A new type of collapsible keg or barrel has been brought out by the Collapsible Container Corporation, Phillipsburg, Pa., and is being sold exclusively by the Collapsible Container Sales Corporation, General Motors Bldg., Detroit, Mich.

Each keg consists of two semi-circular sides, a top and bottom, and four tie rods, two for sides and two for top and bottom. A number of the kegs may be nested, so that considerable space is saved in shipping. The kegs or barrels are stamped out of flat steel, 28-gage being used for the one-time shipper and a heavier gage for return use. They are made in sizes of 18 in. x $27\frac{5}{8}$ in. for potatoes, 22 in. x 30 in. for sugar barrels, and 18 in. x 24 in. for 180-lb. lime barrels. These weigh 13, 15 and $10\frac{1}{2}$ pounds, respectively.

The barrels have the strength of steel and in addition are double edged and crimped on top and sides to give increased strength. They can be stored with much less space requirement than assembled barrels and can be put together as needed by an unskilled workman.

Lower losses are incurred through use of steel barrels. They are fire- and rodent-proof. The latter quality is especially important when produce is being shipped. The barrels may be sealed and shipped, keeping contents dry and undamaged despite the rigors of stormy weather. There can be no shrinking and cracking of staves in a steel barrel, no ends to split and open, allowing the contents of small articles to spill out. No bands or hoops need to be tightened or replaced. Once the steel barrel is assembled it is ready. When its immediate use is fulfilled, it can be taken apart and stored away for further use in shipping or for storage. Another quality which steel offers the steel barrel user is in surface finish.



Tops and bottoms are fastened by a wire through the "buttons." Wire can be sealed with lead seals

CONSOLIDATED

FOLDING PAPER BOXES
PLAIN SHELLS —
CORRUGATED & SOLID FIBRE
SHIPPING CASES



Folding Paper Boxes

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

Plain Shells

For tight-wrapped packages.

Corrugated or Solid Fibre Shipping Cases

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

Specially Designed

Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service —Paper Mills producing 750 tons of Paper a day—Box Factories of very large capacity completely equipped for speedy and economical production—an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated.

CONSOLIDATED PAPER CO
MONROE, MICHIGAN
PAPER MILL CAPACITY
750 TONS DAILY

This has been a phase of product styling which has been overlooked as a source of advertising. Attractively lithographed or printed labels can be fixed to the steel barrels and they may be painted any distinctive color desired.



This steel barrel is composed of two sides, two tops and two steel rods which are interchangeable

Haberdashery in Transparent Wrapping

A midsummer feature of the Du Pont Products Exhibit on the Boardwalk at Atlantic City now going on is an elaborate display of Cellophane-wrapped haberdashery, representing well-known firms, and showing neckties, dress shirts, gloves, suspenders, pajamas and other articles packaged in this material. The large Boardwalk window devoted to the display is decorated in colors and special illumination has been provided. The text cards call attention to the advances in this kind of wrapping and feature the protective and transparent qualities of Cellophane.

Among the firms whose products are represented are Cluett, Peabody & Co., Troy, N. Y.—collars; George



Window display of haberdashery at Atlantic City

Frost & Co., Boston—garters; gloves by Fownes Bros. & Co., Daniel Hays Glove Co., of Gloversville, N. Y., and H. & P. Glove Co., Johnston, N. Y.; Acheson-Harden Co., New York City—handkerchiefs; Julius Simon, Inc., New York City—pajamas and dressing robes; shirts and dress shirts by The Excello Shirt Co., of Paterson, N. J., Keyes and Lockwood, Marshall Field & Co., Star Shirt Co., Lakewood Shirt Co., and Commercial Shirt Co., of New York City; and The Yorke Shirt Co., of Glens Falls, N. Y.; The Hewes and Potter Co., Boston—suspenders; and the Knothe Bros., New York City—pajamas.

Making Containers Speak Quality

(Continued from page 57) Foreign and Domestic Commerce which maintains offices in nearly all important cities.

"The next step is to send a personal representative of the company to the country or countries intended to be developed. The needs of the people, their preferences in all things, especially in what may be considered minor, should be taken into consideration, and featured in the packages. It will never do to attempt to force a commodity in a foreign country simply because it has a ready sale in America. Sales may be promoted abroad, but seldom without a carefully studied program.

"Most countries in the tropics do not object to the use of English on packages except when they contain medicines or foodstuffs that require directions for preparation or for application. In these instances, manufacturers are required by law to employ Spanish, Portuguese or the prevailing language in the country in question. The law, of course, does not compel manufacturers to change their firm names nor slogans, although in many instances slogans printed in the language of the consumer helps. The use of English on packages in foreign countries assures the buyer at a glance that the article is imported, and imported articles in certain lines are given the preference in many countries.

"Our representatives in America and abroad keep us posted on changing trends so that we are always in a position to keep abreast of the times. For example, just now, the trend is toward small pieces of candy—miniature masterpieces of the candy maker's art—and we are just about to introduce to America our 'Petits Chocolats'—a box of French design, processed and made in the United States and containing 100 little pieces of candy to the pound. This new package should be in the hands of our 4000 agencies by the middle of June. It is our latest creation in candy and is offered in one of the most attractive packages we have yet devised.

"This latest package is an illustration of the modern view of the progressive manufacturer. We know that we produce a remarkably fine line of candy. But we give considerable thought to our packages—our advertising department is always a year ahead in new designs. Unless we devote a great deal of thought to our packages, we realize that not many people will

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AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

Speed and More Speed!

Many progressive manufacturers have discovered that their increased output could be sealed without additional equipment by operating at higher speeds. But old-fashioned pastes could not stand this pace. Hence the nation-wide adoption of



CASE SEALING GLUES

Designed to operate far beyond rated machine speeds. Special grades for particularly difficult corrugated and solid fibre containers.

A trial lot of the grade suitable for your conditions will be gladly sent on approval. Write today for details.

NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES



Now... Pack with Safety

Fractions of ounces overweight on many repeated weighings are a source of heavy loss in packing operations. With the introduction of the marvelous new Toledo Gravitygram, these losses in your plant can now be stopped, definitely and permanently.

Durable and sturdy throughout, this new scale is so keenly sensitive that your operators can easily and rapidly work to 1/64th of an ounce — 1/1000th of a pound. Such an amazing fineness of weighing has never before been available in a packaging scale.

Quiet in operation, friction is barred out and long life is built in. An indication that cannot be misread from any position is further protection against weighing losses. It is adaptable to any condition, weighs out of level in any direction and can be read from any position.

For important weighing-packaging operations under thirty pounds, this new Toledo Gravitygram provides a new standard of dependable accuracy. See this new Gravitygram today. Ask the nearest Toledo Scale office for a demonstration. There is no obligation, of course.

TOLEDO SCALE COMPANY, TOLEDO, OHIO
CANADIAN TOLEDO SCALE COMPANY, LTD.,
WINDSOR, ONTARIO

TOLEDO SCALES®
NO SPRINGS HONEST WEIGHT



HEYWOOD

**Sell More
CHRISTMAS
BOXES**

... with ...

Heywood Wraps

Here are 3 stock designs
winners—they will

Samples on request.

Philadelphia Office:
MR. JOSEPH BROMLEY
914 Drexel Building
Philadelphia, Pa.

WOOD

BOX WRAPS

Here are 3 stock classifications—all of them winners—they will BOOST your holiday sales

PLAIN FLAT GOLD WRAPS

— lithographed in 8 striking designs on a good stock, in SEVEN COLORS and GOLD

PLAIN WRAPS

— for the more moderate priced box in 5 appealing designs.

GOLD EMBOSSED WRAPS

— that will make the 5 lb. box SELL ITSELF

Samples on request. Write or wire. There is still time to make up Special Sizes for Holiday Business.
Advise us of your requirements.

R. R. HEYWOOD COMPANY, Inc.

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AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

Speed and More Speed!

Many progressive manufacturers have discovered that their increased output could be sealed without additional equipment by operating at higher speeds. But old-fashioned pastes could not stand this pace. Hence the nation-wide adoption of



CASE SEALING GLUES

Designed to operate far beyond rated machine speeds. Special grades for particularly difficult corrugated and solid fibre containers.

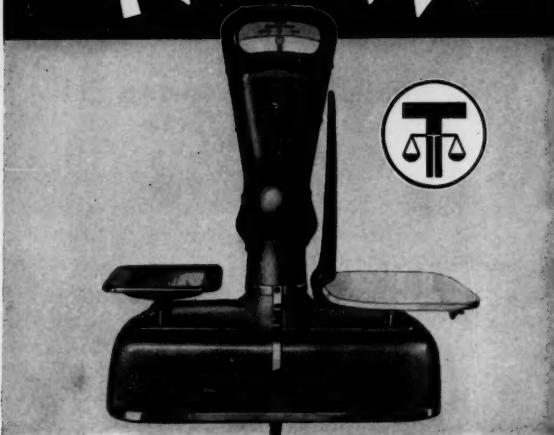
A trial lot of the grade suitable for your conditions will be gladly sent on approval. Write today for details.

NATIONAL ADHESIVES CORPORATION

Executive Offices: NEW YORK

WORLD'S LARGEST PRODUCER
OF ADHESIVES

NEW



TOLEDO GRAVITYGRAM SCALE No. 4075

Now... Pack with Safety

Fractions of ounces overweight on many repeated weighings are a source of heavy loss in packing operations. With the introduction of the marvelous new Toledo Gravitygram, these losses in your plant can now be stopped, definitely and permanently.

Durable and sturdy throughout, this new scale is so keenly sensitive that your operators can easily and rapidly work to 1/64th of an ounce — 1/1000th of a pound. Such an amazing fineness of weighing has never before been available in a packaging scale.

Quiet in operation, friction is barred out and long life is built in. An indication that cannot be misread from any position is further protection against weighing losses. It is adaptable to any condition, weighs out of level in any direction and can be read from any position.

For important weighing-packaging operations under thirty pounds, this new Toledo Gravitygram provides a new standard of dependable accuracy. See this new Gravitygram today. Ask the nearest Toledo Scale office for a demonstration. There is no obligation, of course.

TOLEDO SCALE COMPANY, TOLEDO, OHIO
CANADIAN TOLEDO SCALE COMPANY, LTD.,
WINDSOR, ONTARIO

TOLEDO SCALES
NO SPRINGS — HONEST WEIGHT

know, for long, that we produce exceptional candy. We realize that we must rely upon our packages to a large extent in opening new fields, in creating new customers. We realize that we must follow our product through, from the factory to the consumer."

New Volumetric Measuring and Packaging Machine

THE increasing demand for small package units of food products has led to the development of types of machinery suitable to meet this demand in packaging. An outstanding machine that has recently appeared on the market in response to this demand is a complete packaging machine manufactured by the Cartoning Machinery Corporation, Newport, R. I. It is a complete cartoning, lining, volumetric measuring and sealing machine, built on a single base and handled by a single operator at speeds of fifty to sixty packages per minute.

The machine opens, tucks and tack-glues the lower end of the carton. It cuts the wax paper from a roll and forms and heat seals or glues the inner liner or bag. The food material is measured volumetrically with an adjustable measuring cup and each cupful is stroked off to give an accurate measure. The method of scooping up the products from the hopper avoids the possibility of breakage and crushing. This method is similar to the old hand method of scooping up the amount to be measured or weighed. An easy and rapid adjustment of the amount measured is within the control of the operator.

An effective method of folding and heat sealing or gluing the top of the inner bag is followed by the closing and tack-gluing of the top of the carton.

This machine is said to easily put up 25,000 packages a day in a most economical and effective manner. It is capable of handling amounts from one ounce up to one pound and its output is a complete package at a minimum cost. The method of measuring has been effectively used with egg noodles, jelly powder, salted peanuts, chocolate-coated candies and nuts of various kinds, and in fact, it can be effectively used with almost any free-flowing or semi free-flowing substances.

Art and Utility in the Packaging of Imported Stationery

(Continued from page 52) a splendid reproduction of a historic statue. It is a dignified treatment in cover decoration which adds a degree of distinction and is in harmony with the large size sheets and envelopes intended for gentlemen's use.

The round box in Fig. 1, center, is a French fancy in a soft gray tone of "suedine" covering with lustrous silver edging. The lid decoration is in antique silver with a tonal architectural illustration. The square packeting of contents lends an unusual touch and carries out the modernistic and geometric format. The contrast of the brilliant metallic borders with the rich velvety covering

makes an alluring package with an exceptional ornamental value. It strikes a note of refreshing newness.

Fig. 1, right, is of French origin, an exquisite creation in keeping with modern furniture forms. The oval shape is an attractive oddity enhanced by a rich suede covering with bright gold piping. There is an appeal of color and texture to the "suedine" covering, a paper product which is soft and not unlike the finest suede kid to the touch. The specimen illustrated is a rich green with brilliant gold trimmings and a base in gold.

These are but a few of many types of foreign stationery packaging conceived with a regard for gift and display value for the dealer, and utilitarian and ornamental appeal for the consumer. A package which encourages frequent use of its contents by ease of operation, ingenuity of form or an enticing appearance, serves a useful function in increasing consumption and is a step beyond outward appearance as a selling force.

Why Cork in Packaging

(Continued from page 34) are particularly adaptable to the use of cork as a seal.

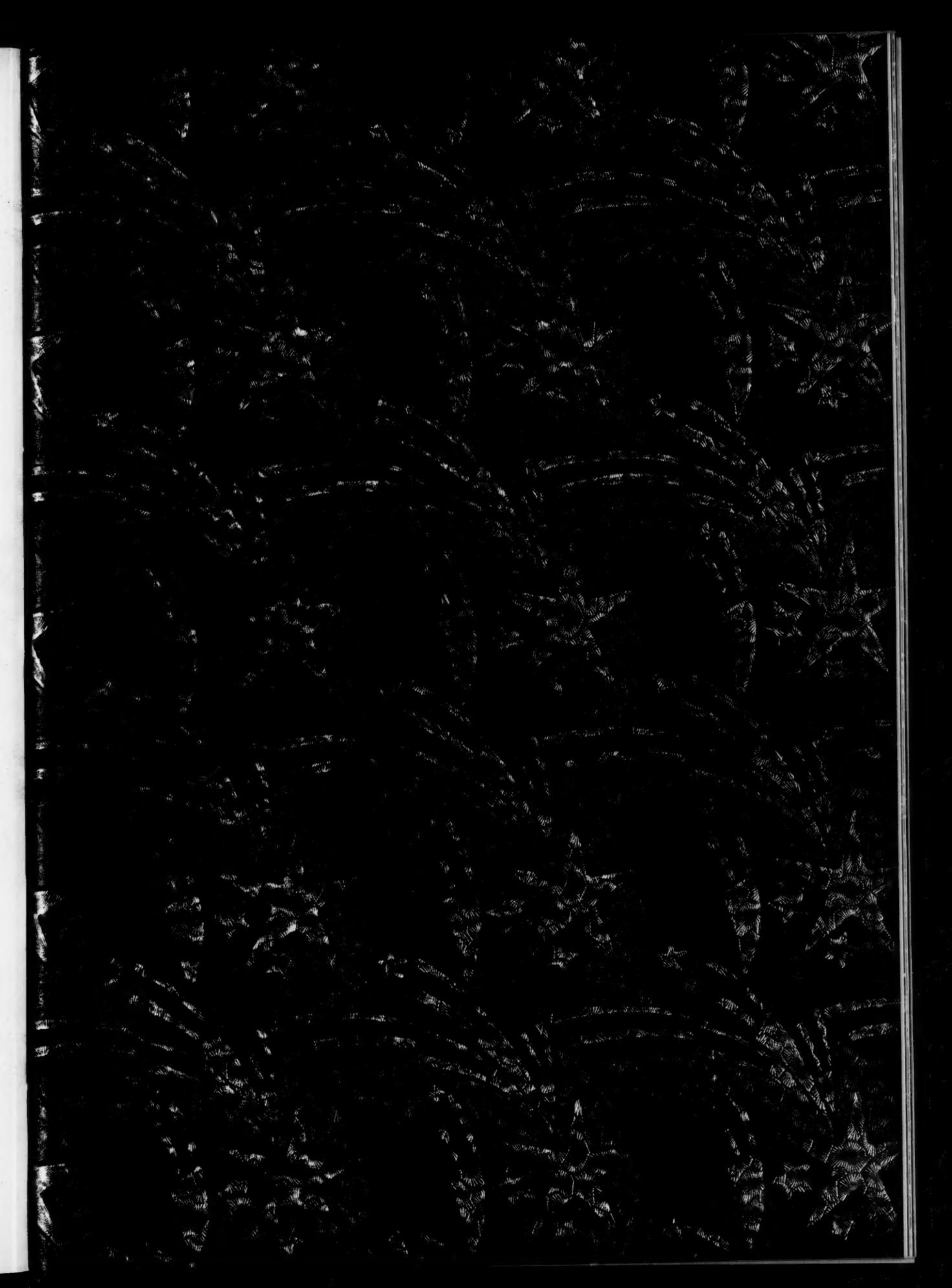
To ensure absolute uniformity in the stoppers, from the time the cork bark is stripped from the tree until the finished stopper goes to the individual manufacturer, the cork is undergoing constant sorting and re-sorting. The trees are stripped about once only in nine years. The first bark is removed when the tree is about twenty years old. The second stripping is better quality cork, but still not best grade. For four or five stripplings after that, the cork is first grade. Then it begins to deteriorate and becomes grainy, with little knots and hard spots. The profitable life of the cork oak after it begins to yield cork averages 100 years.

THE corkwood when it is imported into this country is already carefully sorted into bales of four different qualities. These are later sorted again into many different grades, the natural variations in every piece of cork bark determining its usefulness for a variety of cork products. The best grade is usually directed to the manufacture of bottle-stoppers, cork for musical instruments, and a number of other uses.

In making stoppers, flat slabs of cork are cut crosswise into narrow strips. Out of these the corks are punched and then tapered by machines. A sand-paper wheel completes the operation by smoothing off any rough ends, producing the standard tapered corks of commerce.

Before the stoppers are ready for packing and shipping, they are bleached, sterilized and re-sorted. In the bleaching and sterilizing rooms they are placed in large vats and then deposited in centrifugal driers. This is followed by a final grading and testing to insure uniformity in the finished product.

Bottle stoppers are, of course, the most obvious use of cork in packaging, and the one which comes first to mind. Because of its physical properties, however, cork has other applications as well in contributing to the successfully packaged product. Cork washers are used in



**The New Brilliant Shooting Star Design is
Only One of the Christmas Box Covering
Papers. They are Unquestionably the
Finest Line of American Beauty
Xmas Papers Ever Offered
by the C. R. Whiting Co.**

SEND FOR SAMPLE SHEETS

**The 1931 Sample Book, Bigger and More Unique Than
Ever Before, is Now Ready. Send for a Copy**

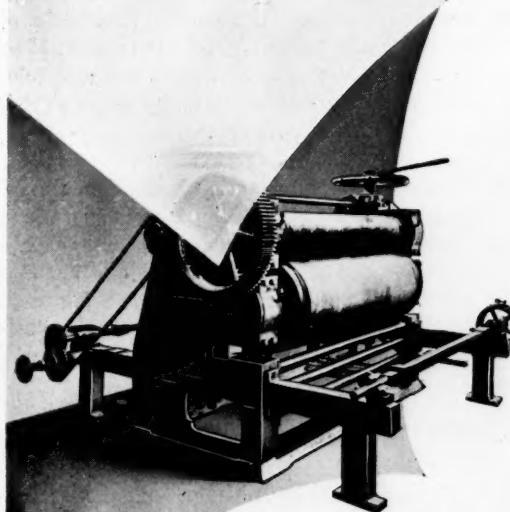
**AMERICAN BEAUTY
PAPERS**

Are Manufactured by

C. R. WHITING CO., Inc.
281-287 NEW JERSEY RAILROAD AVE.
NEWARK, N. J.

Glassine...

requires an embossing
machine built for
Severe Service!



EMBOSSING adds the final desired attractiveness to the other advantages of glassine for protected packaging. It remained for Waldron specialists to develop a machine that would fully meet the severe exacting requirements for proper glassine embossing. What can be done with this machine on glassine in developing greater demand through new beauty is of interest to every packaging executive.

Our nearest office will gladly give you, without any obligation, specifications and full particulars on its performance.

JOHN WALDRON CORPORATION

MAIN OFFICE & WORKS, NEW BRUNSWICK, N. J.

CHICAGO

NEW YORK

PORLAND, ORE.

"Certified" Lace Paper Edgings Doilies

*"The Finishing Touch
That Counts."*

THE purpose of proper packaging is to enhance the visual appeal of the product. It is in the fulfillment of this aim that lace paper plays its important . . . its most important part.

Lace paper edgings and doilies can add to your boxes the final touch that means perfection. And the acme of perfection is, of course, to be found in the products of the

U.S. Lace Paper Works

163 UNION AVENUE
BROOKLYN, N. Y.

Distributors
Zellerbach Paper Co.
The Sanitary Products Co.



STRIKINGLY NEW— UNUSUAL CONTAINERS

With Fibre Bodies
And Metal Ends

THE powdered drug, food product, and other users of fibre containers will find the Sefton National Fibre Can Co. not only a reliable source of container supply, but a fibre can producer alert to every opportunity for co-operation in improving basic sales and utility values of the package. Without obligation to you, our package engineers will

welcome the opportunity of analyzing your package problem. Any Sefton recommendation is certain of adequate support on the practical questions of price, quality and service. Include Sefton co-operation in your next consideration of a package problem on fibre cans with metal tops, or any of the related fibre container products.

Write for information.

SEFTON NATIONAL FIBRE CAN CO.

3275 Big Bend Boulevard, Maplewood, St. Louis, Missouri.



tops for tubes of shaving cream, toothpaste, cold cream, vanishing cream, and a whole host of lotions. Cork also finds a place as a disc or liner in crown caps and screw caps. Even in the transparent wrappings of present popularity, cork plays an invisible part, for cork rolls are used in special wrapping machines designed for transparent cellulose wrappings.

A Package Theory That Proved Practical

(Continued from page 51) seashore resort, under the intense heat of a fireplace and under the exacting climatic conditions throughout the country as this is their market. Lastly, it must, of course, be styled in a Colonial manner—as an exacting and detailed reproduction. Its shape must be adaptable to various antique or reproduced pieces of furniture and the design must be one that will be acceptable to any Colonial atmosphere.

The result of these stringent requirements is that such boxes find an appropriate place in decorating the home from top to bottom. For example, you have a guest room decorating problem. Possibly you decide on green as a very pleasing and refreshing color scheme. You choose a Salem Colonial shell pattern paper, white wood work, no doubt ruffled curtains, possibly orchid glazed chintz over-draperies, with complimentary borders. You no doubt will choose a maple four-post bed of a Colonial design, a tripod bedside table, possibly a maple or pine chest and a dresser. Maybe an Empire mirror over one and a Chippendale over the other; and so on through other harmonious accessories which are offered for the selection of the fastidious.

To this already charming atmosphere there is suggested a Colonial vanity box done in green, with orchid trim and a rare old Godey print atop, all beautifully lacquered for cleaning. Beside this a boudoir box for costume jewelry, handkerchiefs, sachets or what not. In a corner a hamper for soiled clothing and, of course, a waste basket. All items in complete ensemble of color and prints. The desk set is in color treatments for either living room, man's room or boudoir desk. And so you may have a color scheme and group of boxes for every room in your house, and each one may be had to blend with whatever color scheme you carry out. All of which simply portrays a cross-section of the increasingly artistic small home.

Into each of these homes your product enters one or more times a year. Whether it goes into the kitchen, the living room or boudoir does not much matter—but let us remember that its reception as it enters this average home will be enhanced if it attempts to present itself in a clean, artistic jacket and does not attempt to sneak by in its overalls.

Trade Catalogs

Velour Papers: An attractive booklet of velour papers has been issued recently by the Nashua Gummed & Coated Paper Co., of Nashua, N. H. It contains sheets of the paper in seven colors and black. Each sheet is printed or embossed with a design.

Box Coverings: Middlesex Products Co., 38 Chauncy St., Boston, Mass., and 308 West Washington St., Chicago, has issued a new folder of Cameo-Mode box covering papers. The design is modernistic in a selection of fourteen colors.

Metal Papers: Four new patterns in embossed metal papers have been issued by the Reynolds Metals Co. of Louisville, Ky. Each design is shown in brilliant blue, green, red, purple silver and both bright and dull gold. These papers present a wide opportunity for achieving novel effects in Christmas packages.

Plastics: General Plastics, Inc., North Tonawanda, N. Y., have issued an attractively illustrated folder which sets forth the uses and practical applications for "Durez," details its specific and physical properties and includes a list of products for which this material is being used. Among the latter are the following of package application: bottle tops, collapsible container caps, containers for liquids, toilet preparations, etc.

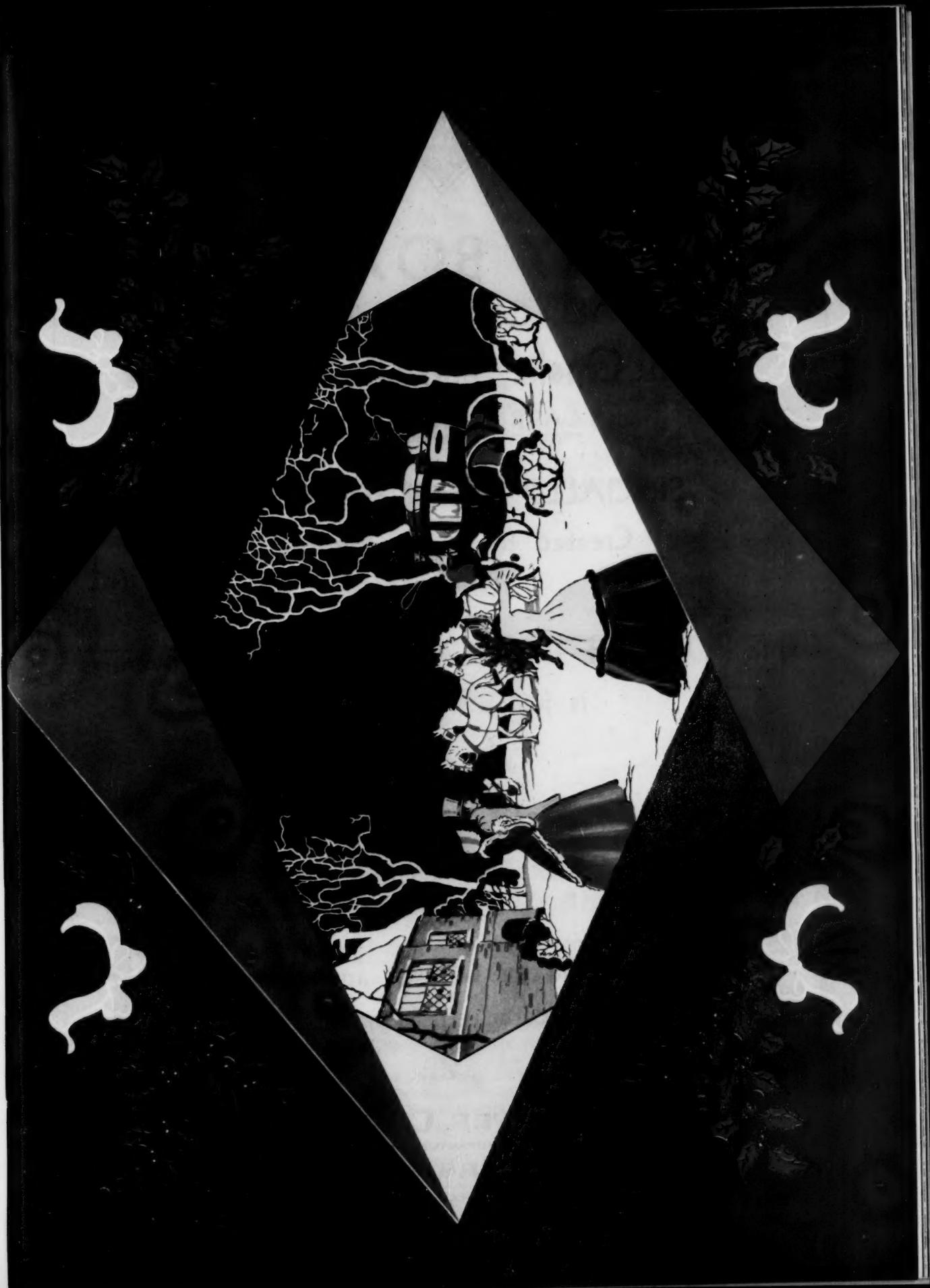
A new gold and silver paper known as "Artcote Graphic," which is supplied in standard sheet form in sealed packages, is being manufactured by Artcote Papers, Inc., 380 Coit St., Irvington, N. J. This paper carries a gold or silver surface on one side, white on the other. Both surfaces are specially treated for inks, no special make ready being required. It is suitable for the reproduction of half-tones, four-color process, rotogravure, lithography, offset and letter press. Included in this line is a special new folding cover stock.

Tray Sets in Packages

THE accompanying illustration shows an interesting new package being used by The Lewis Company of Cleveland, Ohio, to merchandise a set of four supper trays. The package or gift box in which this set is packed is about 12 $\frac{1}{2}$ x 18 inches and approximately 2 inches deep. The outside color is navy blue and in



the upper left hand corner there is a label which is about 4 inches x 6 inches. The color of this label is Chinese red with a modernistic design in white or intaglio representing a little cottage with smoke coming out of the chimney, a couple of trees nearby, and a lady and gentleman approaching to make a Sunday night call. The box is tied with a green and orchid ribbon.





HOLIDAY BOX WRAPS

AND ALL OVER FANCY PAPERS
of Quality and Distinction
CARRIED IN STOCK

SPECIALLY DESIGNED WRAPS
Created for Every Purpose.



"THE BOOK OF THE YEAR" on Fancy Box Coverings
is just off the Press.



Papers created to fit the needs
of a discerning Buying Public.



This book will be sent to any responsible
concern requesting it.



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MANUFACTURERS
FANCY PAPERS - BOX WRAPS

10 High Street
BOSTON

487 BROADWAY
NEW YORK

700 West Washington St.
INDIANAPOLIS



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFACTURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

BOSTON



FORGET ABOUT LABELING, MISTER

YOUR major problems revolve around the preparation and sale of your product . . . whatever it may be. While labeling is of the utmost importance in your production plans it should not divert your attention from the other phases of your business. The one certain way of forgetting about labeling problems has been found by hundreds of users of BURT labelers. In the plant of William Underwood and Co., Watertown, Mass., four BURT labelers are permitting the firm's executives to put their whole attention to the preparation of their product by changing labeling from a problem to a process.

Such a change is possible in your plant, too . . . labeling should not . . . and need not . . . be a source of worry. BURT labelers can do more work in less time with a consistency that is surprising and a quality that is always up to grade.

Consult BURT . . . and end your labeling problem.

BURT MACHINE CO.
MAIN OFFICE and PLANT, BALTIMORE, MD.
Sales Offices: New York, Chicago, and San Francisco

EXPERT ADVICE CAN SAVE YOU THOUSANDS—

THE choosing of the proper board for each particular need as it presents itself is today a problem requiring the consultation of experts. One mistake a year may cost more than the services of a dozen experts.

The Mead Sales Company is essentially a sales organization, servicing the products of the Fraser Mills. But it believes that the only long time way to build sales is to service each customer with practical advice and counsel on boxboard and its working qualities.

MEAD SALES COMPANY

SOLE SALES AGENTS

230 PARK AVE., NEW YORK

CHICAGO

DAYTON

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition* Machines.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

I N M A N
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.

On Regular Production

**Solid Bleached
Sulphite**

**Double Bleached
Sulphite Lined
Board**

**Single Bleached
Sulphite Lined
Manila Back**

Solid Manila

Manila Lined Board

Wood Pulp Board

**Sulphite and Ground
Wood Specialties**

COMING TO PHILADELPHIA?

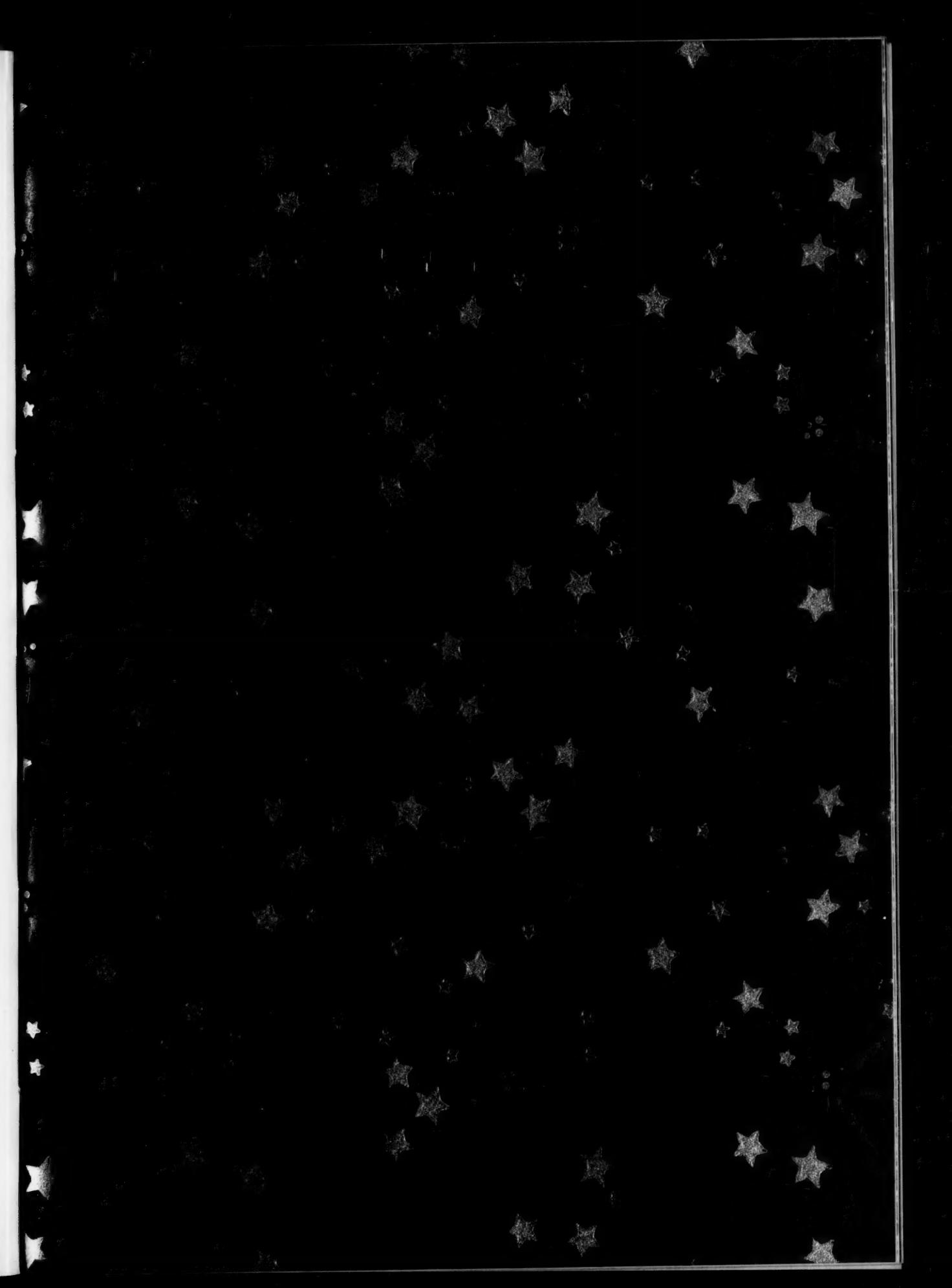
Stop at the
HOTEL MAJESTIC
BROAD ST. AND GIRARD AVE.

400 LARGE ROOMS
each with private bath
\$3 per day
with running water
\$2 per day

Garage adjacent. Only hotel with a subway entrance from lobby. Few minutes from R. R. Station

Wire for reservations at our expense

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MULTI COLOR XMAS

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HAMPDEN

a decidedly modern treatment of the holiday spirit --- shown for the first time -- it has won the appreciation and comment of all who have seen it. In a wide range of delightful colorings --- and moderately priced. Send for sample book and dummy working sheets ---

HAMPDEN GLAZED
PAPER & CARD CO.
HOLYOKE - MASS.

**THE
WORLD'S
TALLEST
HOTEL**

**New Addition
Gives MORRISON
2,450 Rooms**

**Chicago's
MORRISON HOTEL**
COR. MADISON and CLARK STS.

Already the tallest hotel in the world, the Morrison is destined to become the world's largest and tallest. A new addition, containing 500 rooms, is now under construction—made necessary by an ever increasing demand for Morrison Service.

**Radio Set
in Every Room**

No effort is spared to make each guest's stay most pleasant. Rooms rent for only \$2.50 up, yet every room is outside with bath, running ice-water, bed-head lamp, telephone, Servidor and radio set.



**Nearest Hotel
in the City to
Offices, Stores, Theatres
and
Railroad Stations**

**Now Open
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The HOTEL
GOVERNOR
CLINTON**

OPPOSITE PENNSYLVANIA R. R. STATION

New York's new hotel truly expressive of the greatest city. 1200 pleasant rooms each with Servidor, bath, circulating ice water and radio provisions.

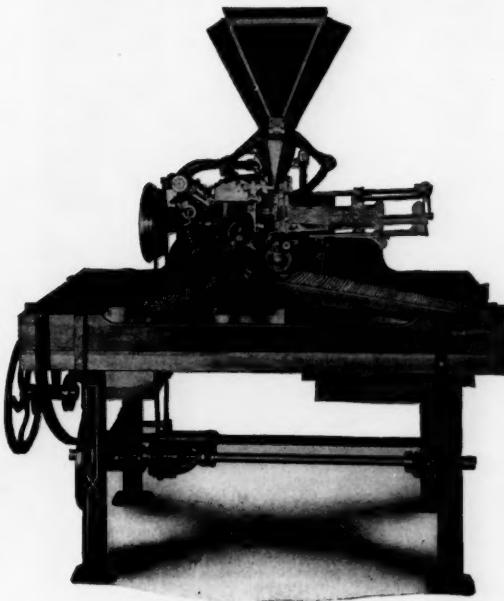
**Rooms
from
\$3.50**

General Manager
E. G. KILL,

31ST STREET

7TH AVENUE

This machine is designed for filling large quantities of peas, corn, etc., by weight (4 or 5 oz.). Also fills small candies, salted nuts and chocolate-covered raisins by weight and volume in flat envelope packets. With change of hopper the following materials can be used: Pills, tablets, small screws, rubber heel nails, by count; cocoa, chocolate and other free-flowing materials.



**This Machine Will Fill
From 2000 to 3000 Envelope
Packets every hour**

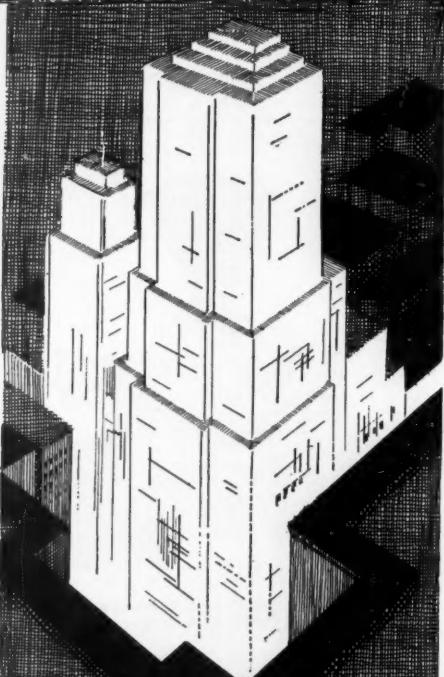
ONE operator can fill from 2000 to 3000 envelope packets per hour, depending on the material being packed.

Any kind of dry, granulated or compressed material or any seed that will pour can be handled by the machine. Material is measured with absolute accuracy in respect to both count and weight. When once set, over a hundred thousand packets may be filled without variation.

The Brown Bag Filling Machine Co. is equipped to print and make envelope packets of Glassine, Kraft, and other types of paper and in all sizes.

If you have only occasional use for envelope packets of your product, you can arrange to have your material packed here. This includes the packing of small nails and screws. Send for catalog P-31.

**BROWN Automatic
PACKETING MACHINE**
BROWN BAG FILLING MACHINE COMPANY
Fitchburg, Massachusetts, U. S. A.



BRAND NAMES
Brand names have substantial property value which it is important to protect and owners of them are sure to prosecute any infringement.
It is unsafe to create or use any trade name without an exhaustive search of every registered and unregistered trade mark in existence.
Consult our Trade Mark Bureau. The service is free.

The MODERN TREND in DESIGN...

Styles in packages, like styles in architecture, are constantly changing. "U. S." Labels and folding boxes keep up with the modern trend.

There is no problem in merchandising more vital than proper packaging. "U. S." salesmen are experts on all phases of this subject.

Let us be your package counsellors.

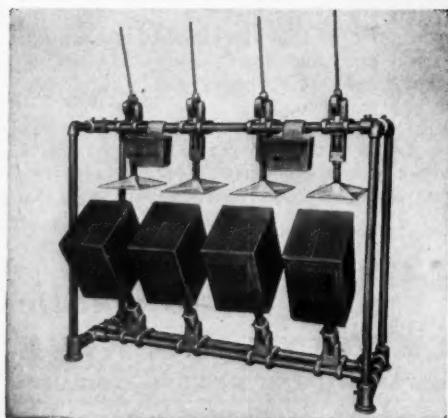
The UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI BROOKLYN BALTIMORE
110 Beech St. 101 N. 3rd St. 28 Cross St.

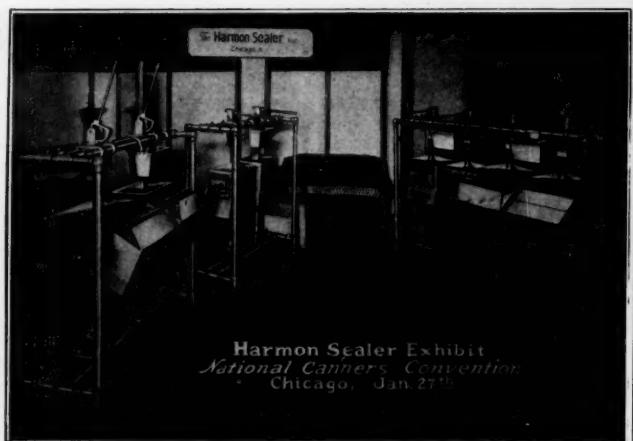
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Solving the Problem in the Shipping Room—

No company can afford to be without this wonderful labor saving machine regardless of how small or how large his production may be. There is a Harmon Sealer that will answer his requirements.



After container has been sealed



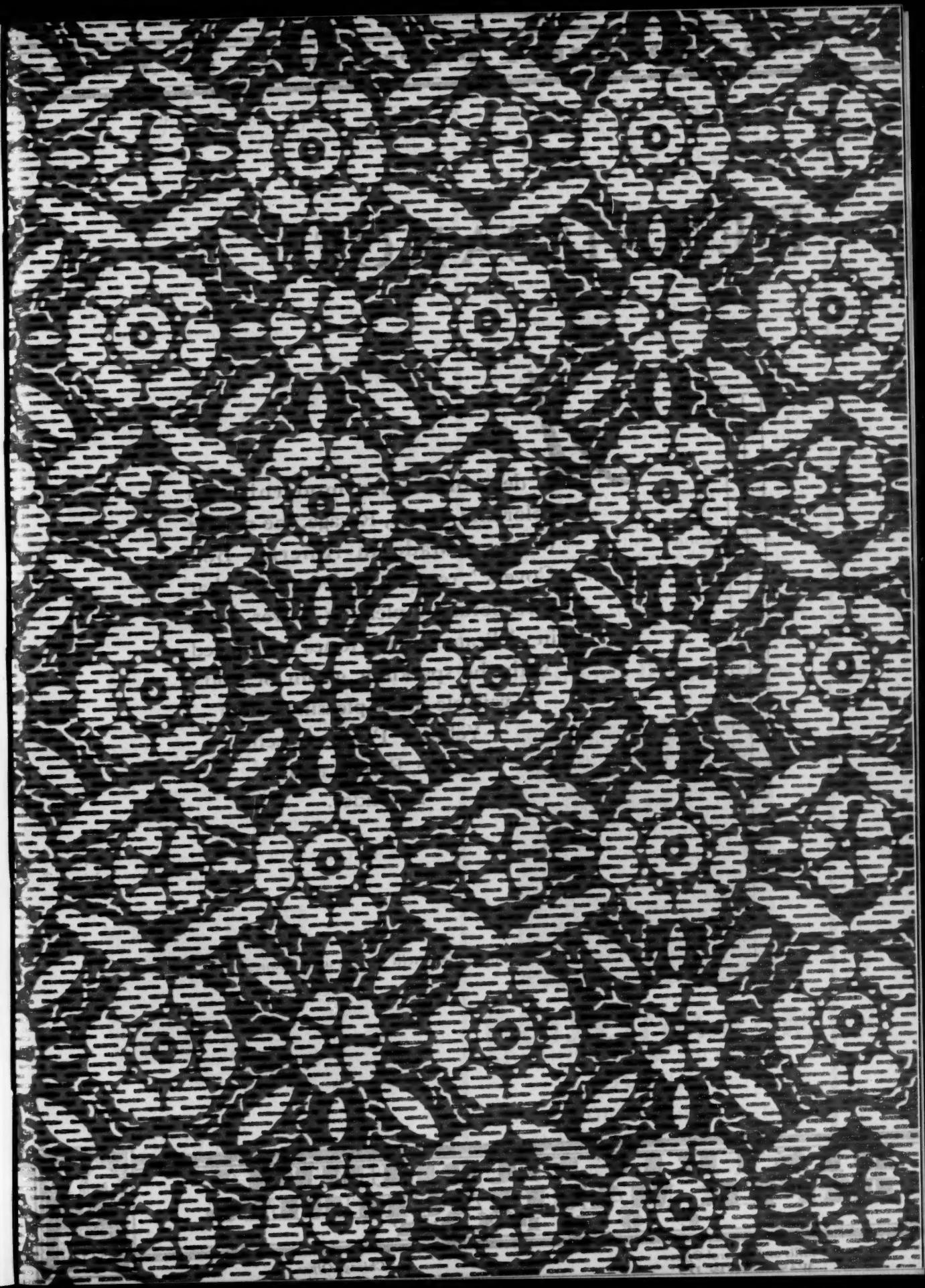
Harmon Sealer Exhibit
National Canners Convention
Chicago, Jan. 27th

- 1—Metal Construction throughout.
- 2—Simple! Rigid! Foolproof!
- 3—Requires no skilled labor to operate.
- 4—Applies an equal amount of pressure on all sealing surfaces of your container.
- 5—Shipping container carries better in transit.

Write Today for Particulars

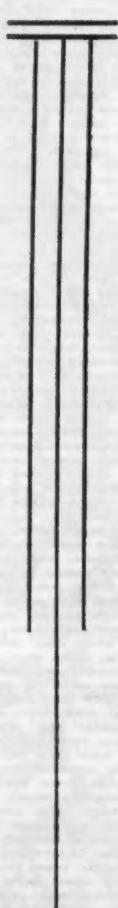
THE HARMON SEALER, Inc.
4017-19 West Lake St. Chicago, Ill.

Agent
Wm. M. Purdy Co.
New York City



THE MOST COLORFUL PAPER MILL IN AMERICA

RENAISSANCE



A

departure from modernism in color and design, Rosage, the newest of the "Made-in-America Box Covers", returns to decoration that incorporates a pleasing flower motif in delicate warm tones enhanced with the sparkling gleam of gold.

Available in six pleasing colors
—Yellow, Pink, Green,
Blue, Brown and
Lavender.

Sample Book will be sent upon request

DISTRICT OF COLUMBIA
PAPER MANUFACTURING
COMPANY

Mills and General Offices
WASHINGTON D. C.

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Strip laces and mats will create more sales for your customers' products—and therefore for your boxes! Mention strip laces to your customers and you will find that they appreciate the difference that laces make in their displays. In these days of competition, every sales advantage is necessary.



Milapaco products will add the final touch of distinction to every box you sell. There are original exquisite designs for your selection, or special embossed patterns for every requirement. All are Milapaco quality, beautiful, strong, easy to handle.

We will gladly send samples on request.

MILWAUKEE LACE PAPER COMPANY
Gordon Place, Milwaukee, Wisconsin



August, 1930

SPEAKING *of* PROFITS—

*Are you packaging yours
with your merchandise?*

MANY manufacturers doing a whale of a business are short on profits—because they package their profits together with their merchandise!

Incorrect weighing equipment. There's the trouble! Ordinary scales are not sensitive enough to check-weight your packages. They cannot show the almost unnoticeable ounces of overweight that go into every package. Only a scale with hairline accuracy can preserve your profits from disastrous over-weight losses.

Detecto-gram over and underweight scales have convincingly proved themselves as protectors of profits in the packaging departments of the country's leading manufacturers, guaranteeing *every ounce of profit*.

We will gladly demonstrate how Detecto-gram scales can eliminate your overweight and increase your profits.

"Investigate Detecto-gram"



DETECTO-GRAM
HAIRLINE ACCURACY
SCALES

THE JACOBS BROS. CO., INC.
32-34 Walton Street, Brooklyn, N. Y.

New York Showrooms
318 Greenwich Street

Representatives in all
principal cities



Another

SilverStitch user

Reg. U. S. Pat. Office

THE manufacturers of Chipso adopted SILVERSTITCH stapling wire for stapling their boxes because of its accuracy in temper, width and thickness; its galvanized finish which resists rust; its one-piece coils which permit steady production.

Judge the merits of SILVERSTITCH in your own plant. Send for a free sample five-pound coil today.

ACME STEEL COMPANY

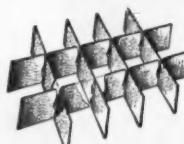
General Offices: 2832 ARCHER AVENUE, CHICAGO, ILL.

Specify
Gaylord Liners



WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



How Much Do Your
Partitions Cost ?



Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes.

All sizes of partitions completely locked—will not fall apart.

One man operation.

Speedy, efficient and economical.

You can reduce the cost of your partitions by its use.

Full particulars on request.

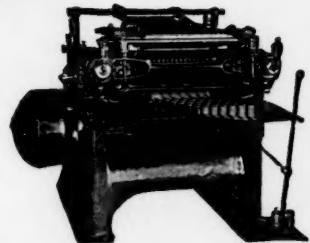
PARTITION MACHINERY, INC.

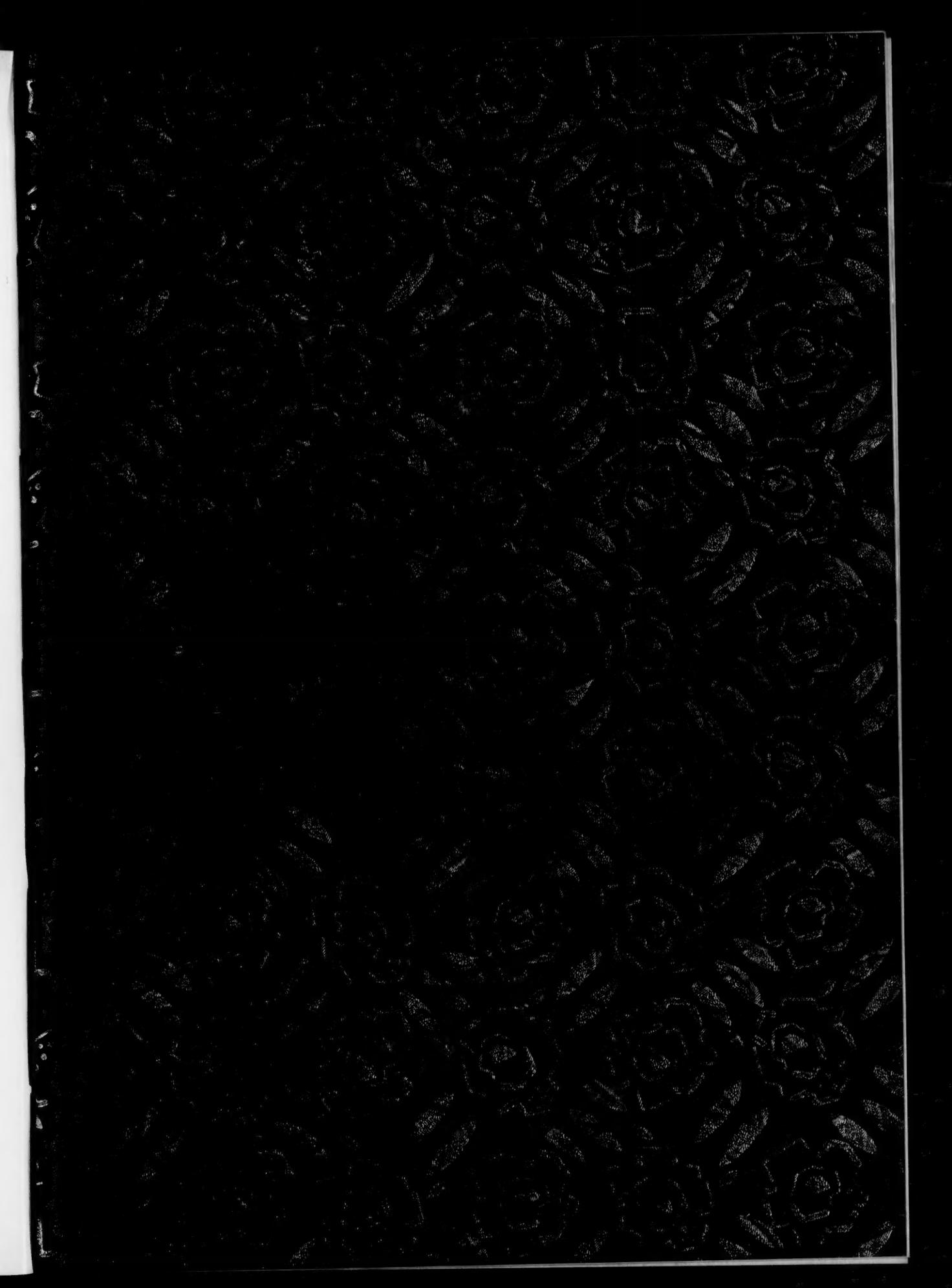
569-589 E. Illinois St.

Formerly Self-Locking Machine Co.

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Standard of Excellence



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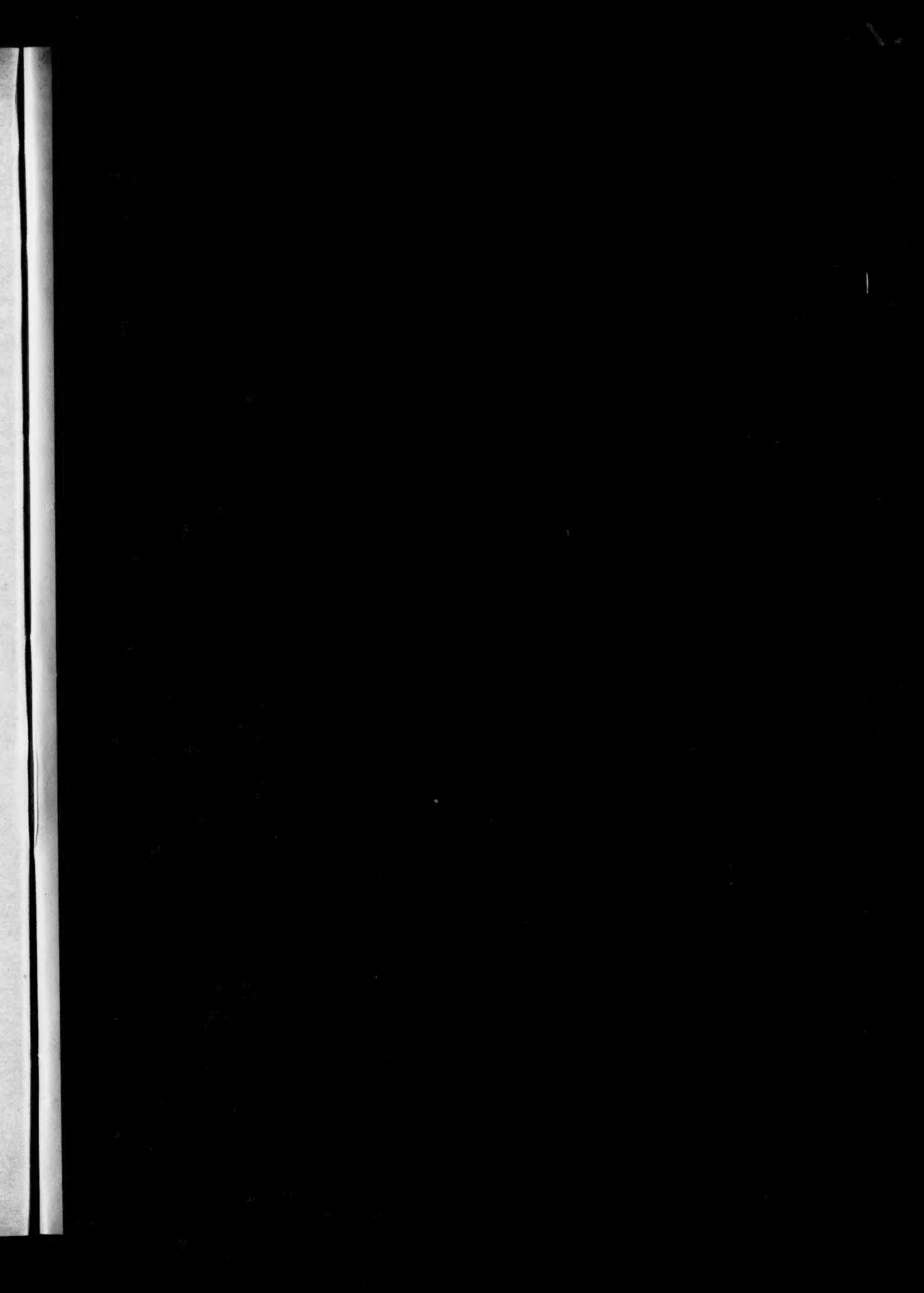
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